



WHY BUY?

The Benefits of Owning a Home

Introduction

Buying a home is one of the biggest decisions you will ever make. From the excitement and pride that comes with ownership, to the fears that come with making such a significant investment, the home buying process is an emotional journey.

While most agree that owning a home is an essential element of living the traditional America Dream, many people still have some concerns. These worries can drive the decision to continue renting or living in a home that's outdated, too small or just doesn't fit changing needs.

If you're considering purchasing a new home, this guide will serve as a roadmap for your home buying journey. Get ready to take a deep dive into the benefits of homeownership so you can decide if now is the best time to buy a home for your family.



The Benefits of Homeownership

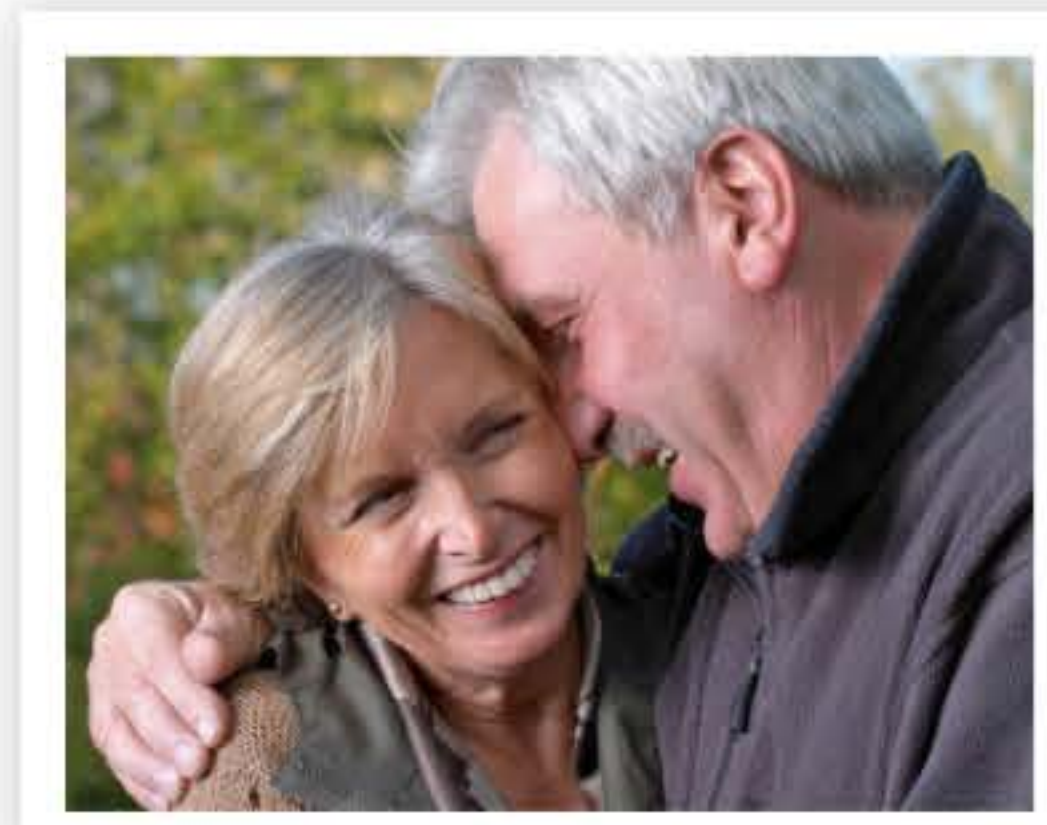


If you're still on the fence when it comes to purchasing a home, consider these significant benefits.



Pride of Ownership

Owning a home simply feels better than renting – there's a special sort of pride that comes with knowing something is yours. You can paint the walls, make changes and upgrades, entertain guests, get a pet and ultimately turn a house into your home. Regardless of your personal preferences and taste, owning a home is a commitment that is sure to bring you pride.



Positive Lifestyle Impact

Imagine the privacy that comes with being able to put up a fence or the joy that comes with hosting family events in the yard. Whether you love backyard barbecues, gardening or even just watching your children play, owning a home has a positive impact on the lives of you and your family.



Potential Tax Deductions

Pride and happiness aren't the only benefits of owning a home; it's a smart investment too. Typically, mortgage interest paid is fully deductible on a homeowner's personal tax return. Owning property might also give you a tax break. Speak with your tax advisor about your situation to fully understand what savings you can expect.

“The home is central to American life. It is where dreams thrive and the future takes shape. It is where families make lifelong memories, and children are nurtured so they can build a better tomorrow.”

**– The National Association
of Home Builders¹**

TAKE A LOOK:

Pros and Cons of Renting vs. Buying



Weigh both sides to see which option fits your lifestyle best.

Buying

Pros	Cons
Potential tax deductions for mortgage and property*	Upkeep costs
Freedom of choice	Less mobility
Pride of ownership	
Privacy	
More Room	
Outdoor Space	

Renting

Pros	Cons
Low maintenance costs	Regular rent hikes
Community resources	Lack of privacy
	Noise
	Pet restrictions
	No tax deductions*
	Hidden fees to break lease agreements, security deposits and other "surprise" fees



*CONSULT A TAX PROFESSIONAL TO DETERMINE DEDUCTION ELIGIBILITY

Determining if You're Ready



According to a recent study, 81% of adults agree "that buying a home is the best long-term investment a person can make."¹ Here is a useful checklist to help guide your decision.

Am I Ready for Homeownership?

Do I plan to live in the same area for a few years?

Buying means being able to stay in one home for as long as you like, without worrying about leases and landlords.

Can I afford the home I want?

Talking to a lender will help you figure out what you can comfortably finance. They will base this number on your monthly income, debt ratio and other factors to ensure you can comfortably afford the home you want.

Can I afford homeowner's insurance?

Talking to an insurance company will help you determine this number. It's often best to discuss this with the company that you have other policies through, such as car insurance. You may qualify for a multi-line discount if you package your policies together.

Can I afford the property taxes in the area I plan to live in?

Property taxes vary by city, state and country, so it's a good idea to discuss these costs with your lender.

Can I afford the monthly utilities in a home?

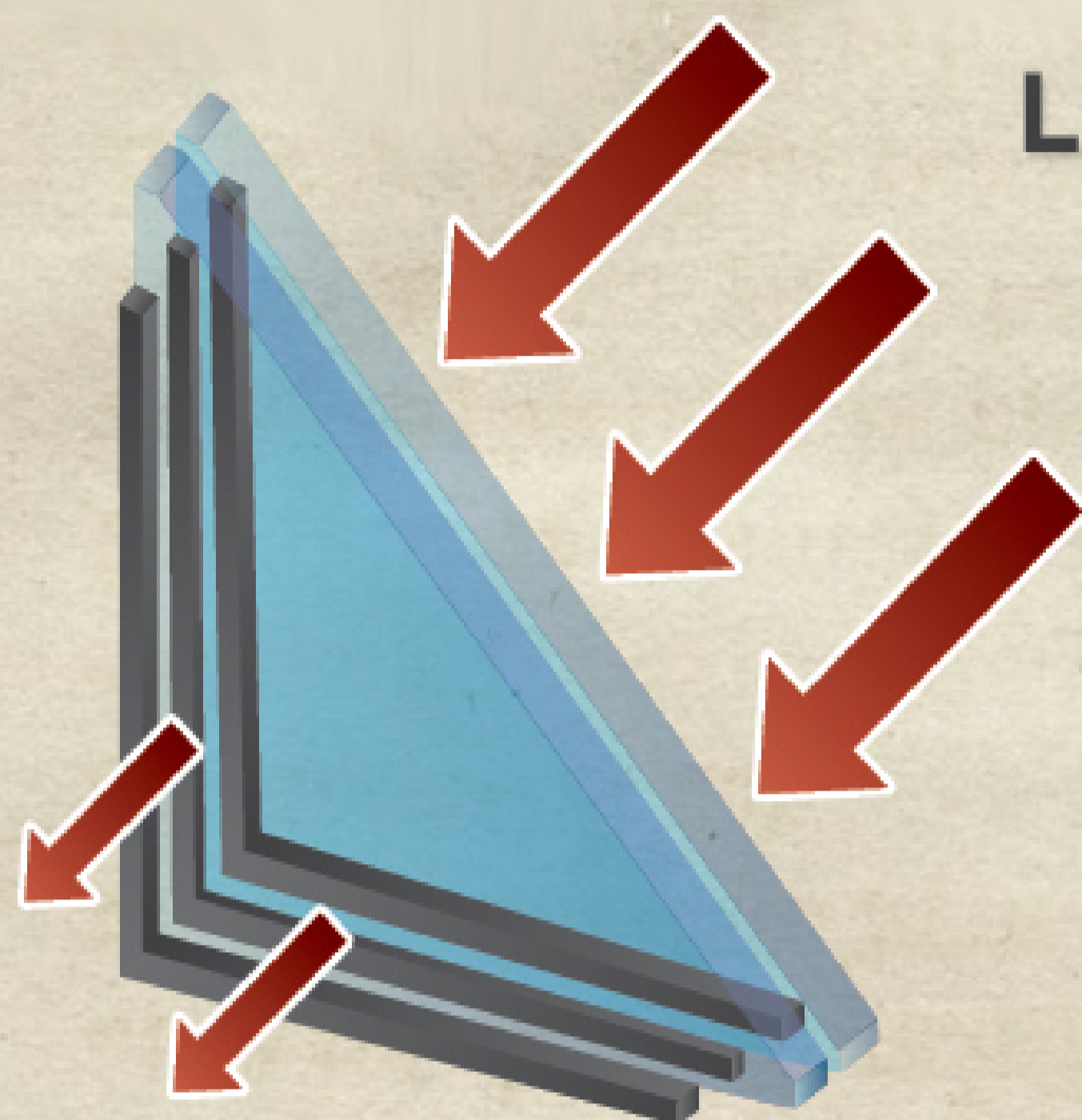
Utility costs vary based on the age of the home you're purchasing. A new home, for example, will be much more energy efficient than an older home. It's important to keep that in mind when you're home shopping.



¹ Pew Research Center © 2011 study; <http://www.pewsocialtrends.org/2011/04/12/home-sweet-home-still/>

DID YOU KNOW?

- These energy efficient features are available for every Clayton Home.
- When compared to older site-built homes, the modern manufactured home is much more energy-efficient.
- Climate-controlled manufacturing facilities protect the home from weather damage and regular construction delays.



Low-E Windows

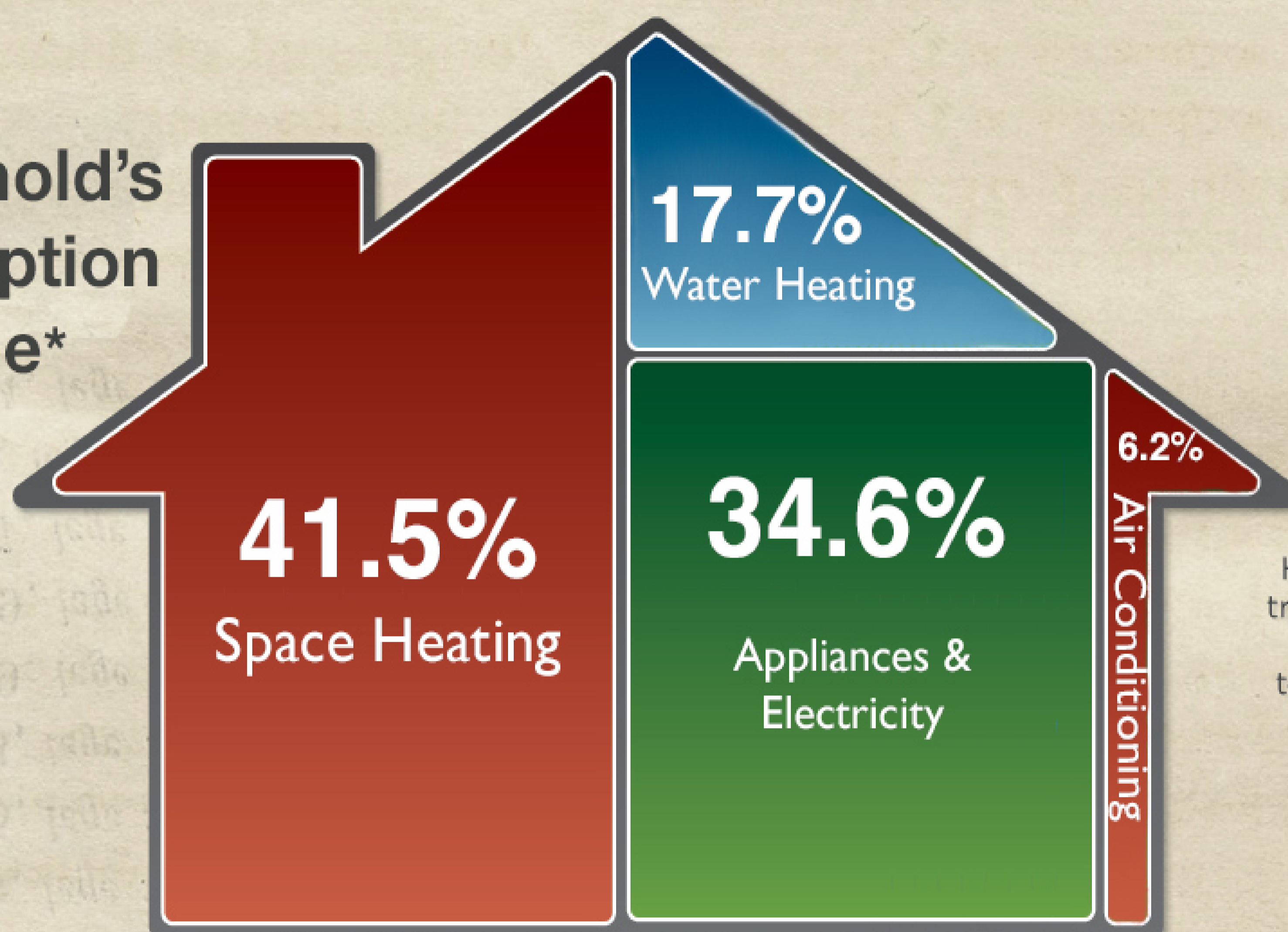
Double paned low-e windows are coated with a microscopic layer that helps reduce UV rays from the sun which let external heat enter the home. The double paned glass helps keep the heat out during the summer and in during the winter.

CFL Lightbulbs

Compact Fluorescent Lightbulbs or CFL's use less energy per month and last longer than standard incandescent bulbs.

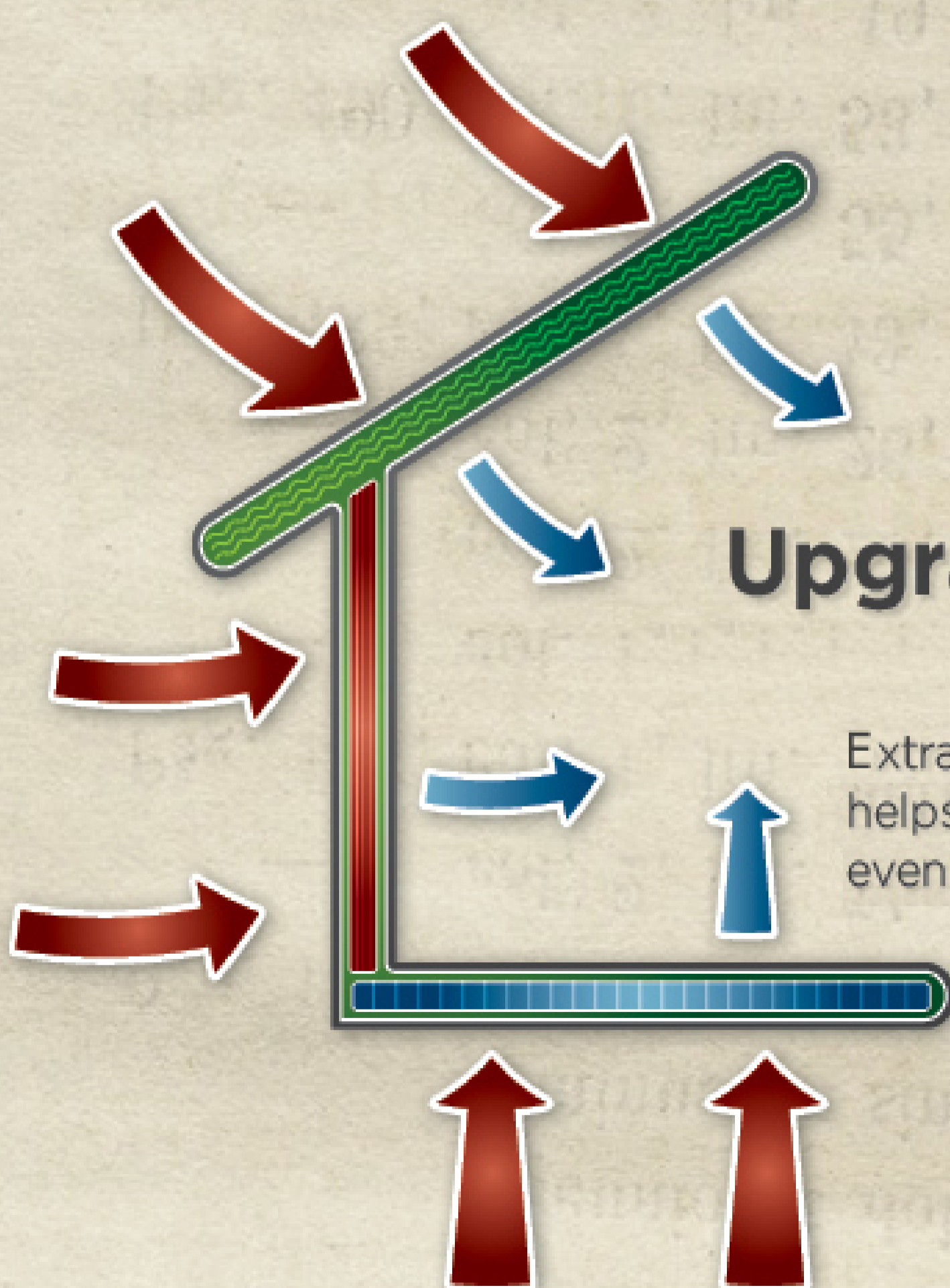


Average Household's Energy Consumption by Percentage*



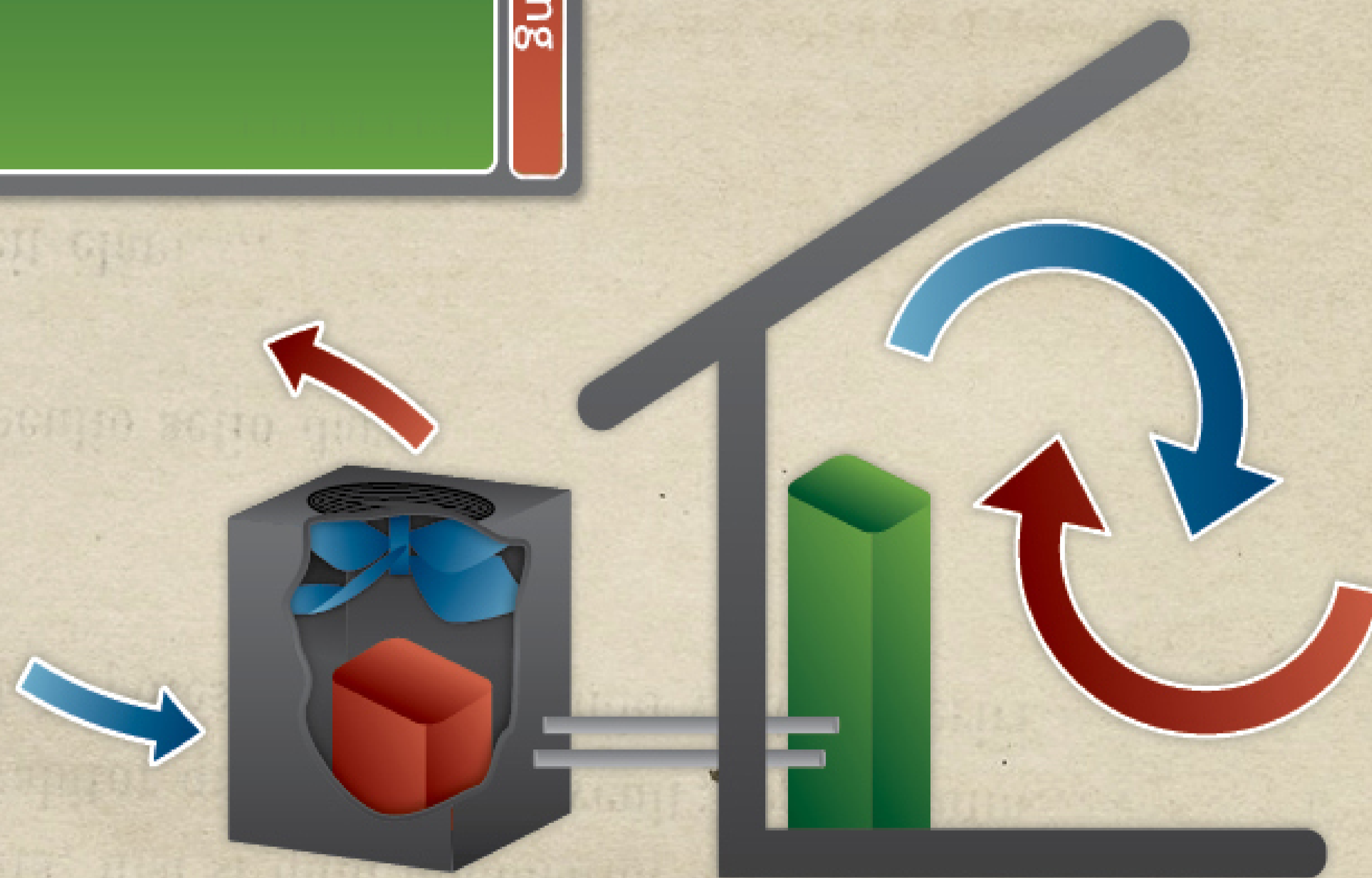
Heat Pump

Heat pumps are more efficient systems than traditional central air conditioning units. They operate by transferring heat from one area to another & can be used to heat and cool in most climates.



Upgraded Insulation

Extra insulation to the walls, roof and even floors helps the heating and cooling of our homes be even more efficient.



What's Best For Your Budget?



When you're ready to buy a home, it's important to find the best home for your family's needs.

Clayton Homes offers the quality you want in a custom-built dream home without the added cost and time site-built homes take. The use of high quality construction materials, architectural design innovations, enhanced features, and ease of maintenance available makes Clayton Homes America's leading homebuilder.

Today, Clayton helps more American families find their dream home than any other housing company in the country.

A few things you can expect when buying a Clayton Home.



Custom Home Design

At Clayton Homes, the possibilities are truly endless! Homebuyers have the ability to