

# Benefits of Rental Apartments

To many people home-ownership is synonymous with adulthood - a basic need that they have to fulfill. However, there are considerably more individuals that view the prospect of home ownership like a "ball and chain" tied round their neck with all the unpleasantness that conjures up – property taxes, constant repairs, snow removal, mowing the lawn...the list goes on and on. They weigh the merits of roof replacement against the prospect of a relaxing cruise and to the long-term renter – there's no contest – they know where they'd prefer to spend their hard-earned cash. So if you've ever wondered why so many people are choosing a rental apartment, here are some of the benefits.

**Affordability:** A rental apartment in a great neighborhood is considerably more affordable than purchasing a house in the same area. With a house you not only face the prospect of potentially losing money on your original investment, but have to consider rising property taxes, insurance costs and maintenance expenses not to mention real estate fees.

**Care-free Lifestyle:** A renter will never have to worry about calling a plumber, electrician or repairman nor will they have to bear the cost and waste time in dealing with repairs and maintenance. They can put their money into savings or RRSPs, vacations or a nice new car.

**Services:** In a rental apartment, you can always count on someone opening your door when you lock yourself out. Many buildings not only have an on-site management office or a concierge to accept your parcels but offer a variety of services from on-site daycare to dog-walkers.

**Choice:** With a rental apartment you can choose any lifestyle you want from a downtown, midtown or uptown high-rise, urban loft or townhouse to an elegantly restored flat with a view of Lake Ontario and direct access to the boardwalk or accommodations adjacent to a serene greenbelt area with hiking and biking trails.

**Fixed Costs:** With a rental apartment you have a single monthly expenditure that remains fixed for a 12-month period. You can either write a series of post-dated cheques for the full year or arrange for pre-authorized payments by cheque, debit or credit card and never worry about unexpected or unforeseen housing costs.

**Access to Great Amenities:** You can choose a rental apartment building that offers residents an indoor pool, sauna, fitness centre, squash, racquetball or tennis courts, games and social room at no additional cost. Many rentals now also offer residents the use of guest suites (at minimal cost), theatres, libraries, a business centre and even a prayer room.

**Location:** Location is no less important with rentals than it is to a home owner. Today, a renter has so many options available that they can easily find a rental apartment that's close to everything - public transportation, major highways, work, schools, shopping, restaurants, theatres, parks and playgrounds.

**Freedom & Security:** Can you leave your house for an extended period of time without having to make elaborate arrangements in advance? Today, most rental apartment buildings have 24-hour video surveillance cameras, secure entry systems and even security guards on-site – something particularly attractive to single females.

**Professionalism:** Today, most rental apartment buildings are owned by large public or private companies focused on ensuring professionalism and excellence in customer service. Renters are offered the convenience of completing applications and maintenance requests on-line, rent-to-own programs, newsletters and information about the surrounding community. Professional landlords are always looking for ways to enhance or improve the services they offer to existing and potential residents.

**Friends & Neighbors:** Renters can either enjoy the anonymity of life in a multi-unit residential community or the benefits of an expanded circle of friends and neighbours. Many landlords host summer BBQs, wine and cheese parties and Easter-Egg hunts; they organize Ping-Pong tournaments, trips to Casino Rama or Casino Niagara and many other events to encourage residents to meet their neighbours and build a sense of community.

So join the rental apartment community and live the Carefree Way!