

What does a potential Rentplus homeowner look like?

Rentplus works with Housing Associations and Local Authorities to deliver affordable rent-to-buy homes. We're ready to invest in new build homes today and help local people become homeowners.

20-53

Age range of our aspirant homeowners



31

Average age of a Rentplus homeowner

£51,000+

Government's Help to Buy scheme



Average gross income per household

£31,500

Rentplus nationwide

£23,100

Rentplus in East Devon

Rentplus applicants are drawn from local housing lists



applicants come via local choice-based lettings schemes



of Rentplus properties are homes for families with children



In some areas of the country, up to 50% of Rentplus residents have moved out of social housing, so these social houses can be reallocated to those in greater need.

Private rented

Family

Social

Many families are stuck in expensive private rentals leaving them unable to save



of our residents work in the public sector, including the NHS, education and our armed forces. Others work in hospitality, catering and transport.



Data accurate at the time of publishing



www.rentplus-uk.com

0330 229 0035 info@rentplus-uk.com



@RentplusUK



@Rentplus_UK



Offices in Milton Keynes, Plymouth and London



How Rentplus is supporting low/middle income workers into homeownership through our unique affordable rent-to-buy* option

Rentplus works with Housing Associations and Local Authorities to deliver affordable rent-to-buy homes across the country. With £2bn of funds to invest today, we're ready to talk to all partners across England to help more local people to become homeowners.



Families move into a brand new home with a secure tenancy of 5-20 years and the chance to buy at years 5, 10, 15 and 20



They pay an affordable rent (80% of market rent, including service charges), enabling them to save more towards a deposit each month



When they are ready to buy, they receive a gifted deposit worth 10% to add to their savings

£51,000
average income for Government's Help to Buy



£31,500
average income for Rentplus tenant



60% of Rentplus tenants come from housing waiting lists



Up to 50% move from social housing in some areas, freeing units for those in need

* MCLG2018/19
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