

Rentplus and Willow Tree working together to turn another renter into a homeowner

Six years ago, Zoe was working hard to provide a home for her and her young daughter. She dreamt of owning her own home but as a single mum and paying high rents, she thought that getting onto the housing ladder would take her a very long time, and she doubted if it was possible at all because: "saving for a deposit and legal fees is incredibly difficult when renting on the open market."

In 2016 she heard about Rentplus and approached Tamar Housing (now Willow Tree Housing). She went through the applications process and a 20 year purchase plan was agreed with her. This meant that Zoe would move in with no deposit and pay an affordable rent for 20 years, giving her time to get her finances on track and to save for her deposit and legal fees.

In 2025, one of the Rentplus tenants on a five year purchase plan was not in a position to buy. Rentplus and Willow Tree contacted other tenants on the estate, to see if they wanted to bring their sale forward. Zoe's circumstances had changed, as she explains:



"Knowing that I'd been given a pathway onto the property ladder gave me the confidence and motivation to take the next step in my career. The progression in my career, combined with the reduced rent available through the scheme, enabled me to save the money needed for legal fees. By 2025, I realised that purchasing our home could become a reality."



Because Zoe was in a position to buy the home she lived in, Willow Tree and Rentplus worked together with Zoe to make the substitution policy work. It meant there was no upheaval for her or her daughter - and no boxes to pack up! "It was also a great reassurance to know that I was buying a home that had been well maintained by Willow Tree Housing throughout my tenancy. Important aspects such as electrical testing and boiler servicing had already been taken care of, which removed a significant amount of stress from the purchasing process."

Rentplus and Willow Tree are so proud to have helped another tenant move from being a renter to being a homeowner. Congratulations Zoe – we wish you and your family every happiness in your "new" home.



“Thank you to Rentplus and Willow Tree Housing for giving me the opportunity to become a homeowner. I am absolutely over the moon and excited for this next chapter.”



Are you a Rentplus tenant who is buying or has bought their home?
Come and talk to us and help us persuade more local authorities to adopt Rentplus
across the country.

Email marketing@rentplus.co.uk for more information about how to get involved.



Email: marketing@rentplus-uk.com

Website: www.rentplus-uk.com