

CALL TO ACTION

REFORM TO THE RENTAL HOUSING FRAMEWORK

RENTING CAN BE A BETTER FIRST CHOICE

- **Vienna, Austria** has long invested in social housing. Over **60%** of its population lives in city-supported rental units that are well-maintained, energy-efficient, and affordable.



- In **Finland**, the “**Housing First**” approach has nearly ended long-term homelessness by providing permanent housing as the starting point for support.





70%



OWNER



30%



RENTER

WHY?

*NARROWING THE GAP FOR THE
CURRENT & FUTURE GENERATIONS
SO THAT HOUSING CAN BE
FINANCIALLY BENEFICIAL TO
EVERYONE*



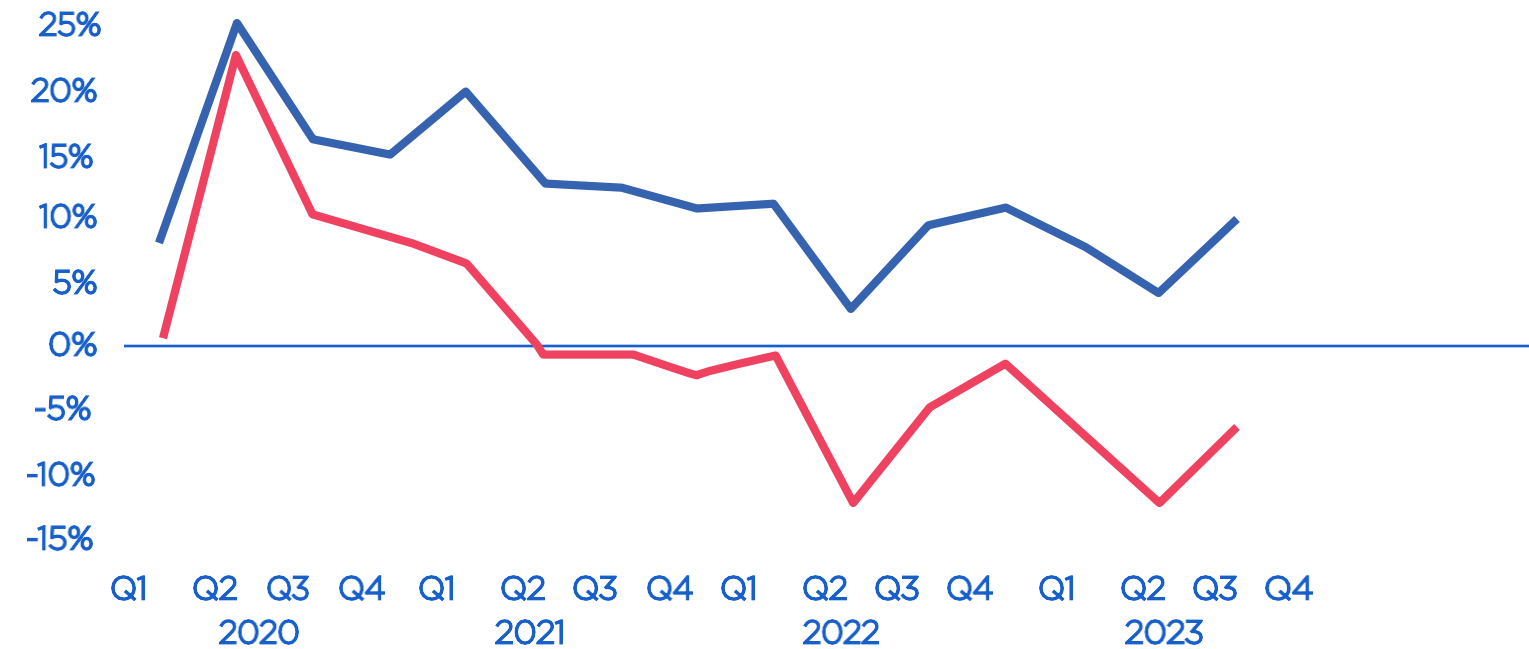
**A BETTER
DEAL Inc.**

TO CREATE

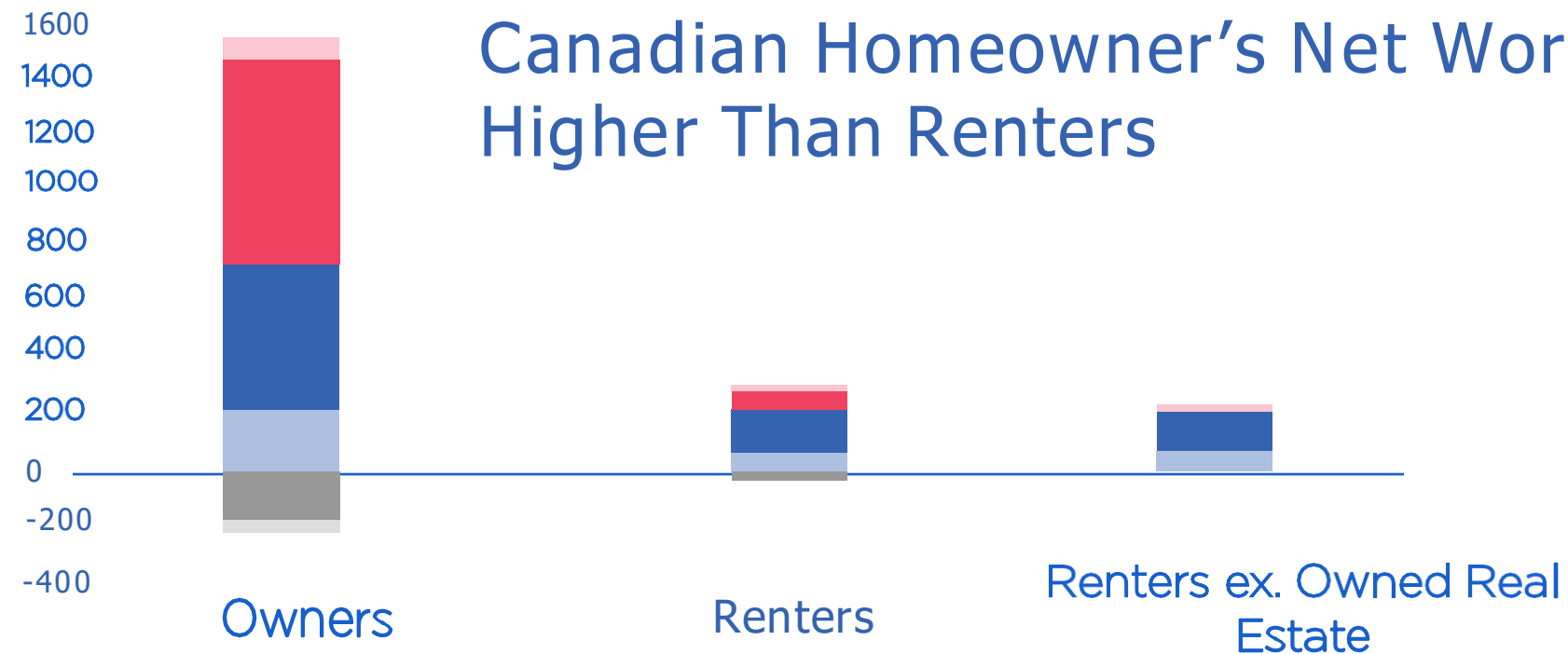
- Rental Housing System That Is Financially Beneficial For All
- Equity Building For Future Generations
- Build Security And Certainty Into The Rental Housing Market

FINANCIAL GAP BETWEEN OWNERS AND RENTERS

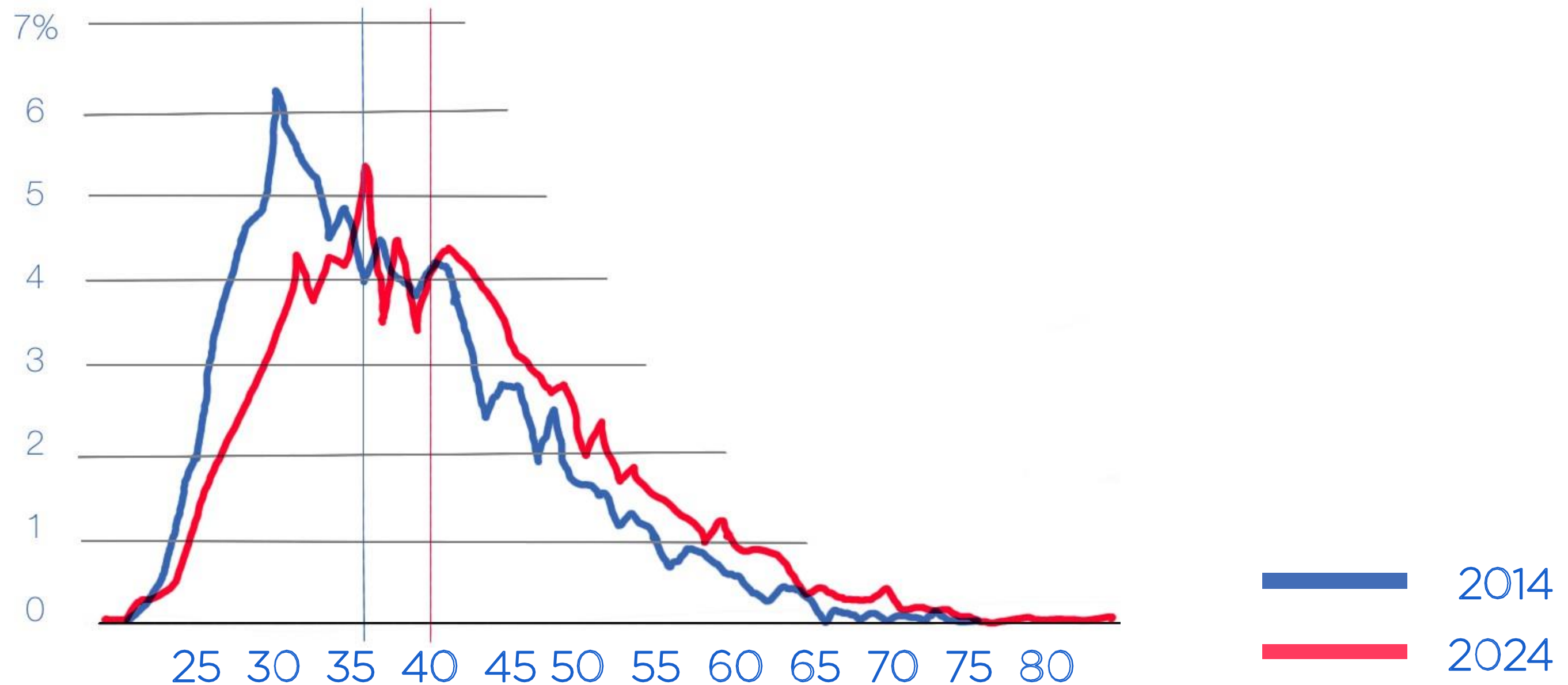
Homeowners Accumulate Savings While Renters Spend More Than They Earn



Canadian Homeowner's Net Worth Is 4X Higher Than Renters



GETTING HARDER TO BUY



First-time home buyers in Ontario by age , 2014 and 2024

Share of total volume of first-time buyers by age, dotted lines show median age for each year



2024 SAW

**THE GREATEST
NUMBER OF RENTAL
APARTMENT STARTS**

SINCE 1990

"TENANT REAL ESTATE INVESTMENT TRUST"

- Federal "Requity Program".
- Replaces anticipated MURB program for deregulated Purpose Built Rental (PBR) construction
- Applies to large scale PBR developments
- Access requires participation



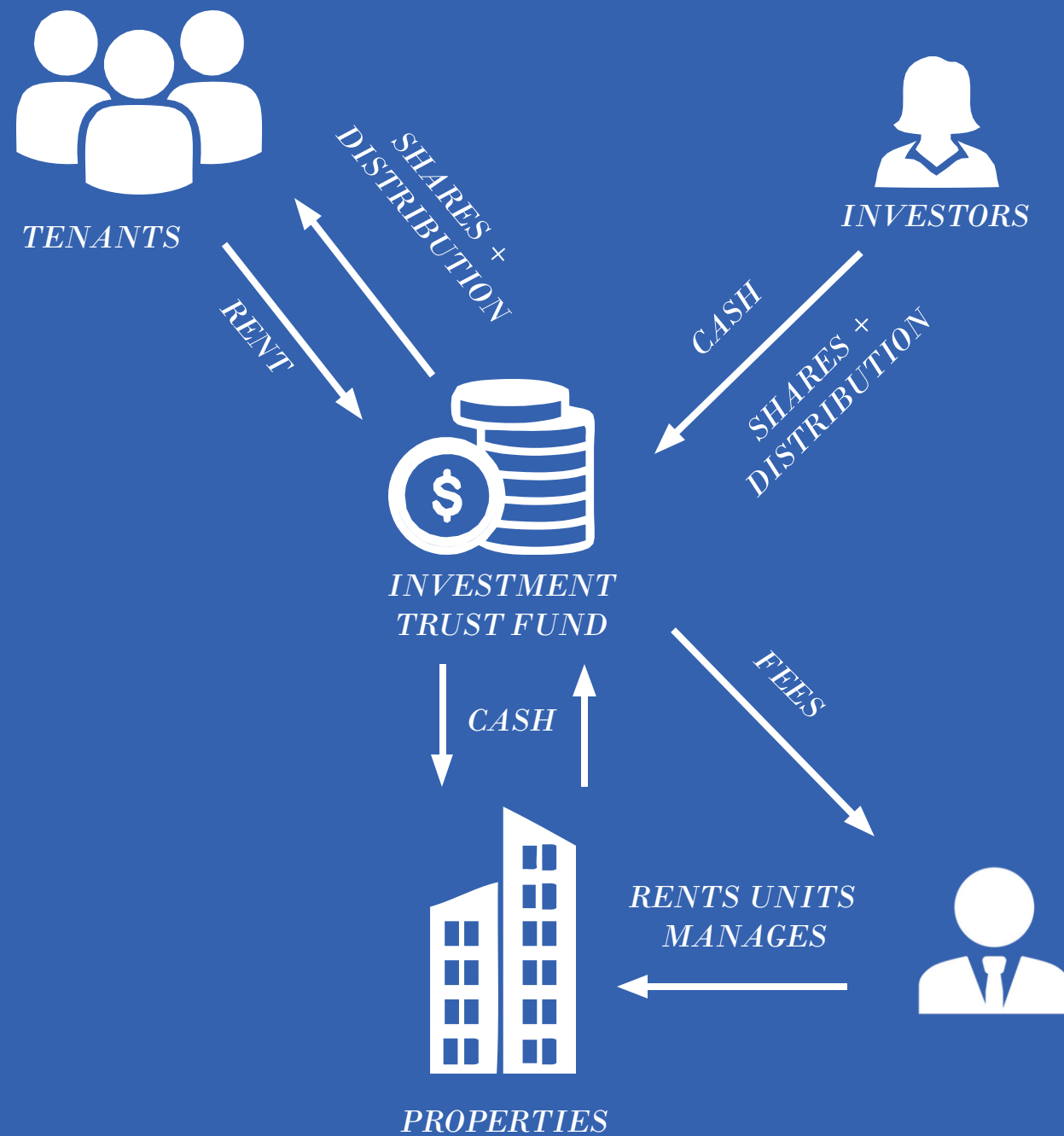
WHAT?



Let's Profit Together

HOW?

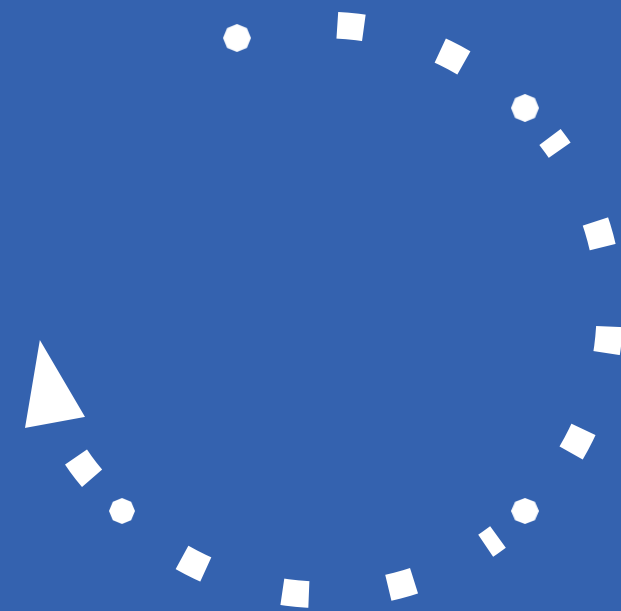
Components of TREIT



- Directly contributes to wealth building
- Reduces reliance on only funding supply as the way forward

- A renter pays \$2,000/month in rent. **15% (\$300)** is credited/designated as equity:
- After **3 years**, they could accumulated ~**\$10,800** in equity or more if reinvested in the TREIT.
- Renter can choose to end their lease and withdraw their accumulated investment

RE - TURN



EXIT

WHO?

STAKEHOLDERS:

- *RENTERS*
- *LANDLORDS*
- *POLICY MAKERS*

STAKEHOLDERS:



RENTER

STAKEHOLDERS:



LANDLORD

STAKEHOLDERS:



POLICY MAKER

CALL TO ACTION

Let's Profit Together





A BETTER DEAL Inc.
LET'S PROFIT TOGETHER



Geoffrey Mosher



Justine Kicek



Matthew Heather



Han Liu



Michael Salenieks



Nathania Dixon



Kate Gonashvili