Principal Payment Offset Strategy? Protects Home Equity

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Burlington, Aug. 25, 2016- After thirty years of research, a new strategy to build wealth through homeownership created by The Wealthy Homeowner? in 2014, is now protecting homeowners across Canada.

In the 1980's a strategy to build wealth through homeownership called the ?Bronfman? strategy was implemented by select homeowners who became educated in the process. A challenging and complex strategy that was almost universally rejected by Canadian homeowners, who as a consequence lost great wealth accumulation by their rejection of it. In 2014 under a very different set of homeownership conditions and with the housing market intelligence to support its use, the Principal Payment Offset Strategy? was created by The Wealthy Homeowner? .

? Home owning conditions in Canada are far different today than they were back in 1980's when the first home equity building strategy was introduced,? stated Ross Kay, the creator of The Wealthy Homeowner?. ?It was really an innovative and good program but in order to implement it effectively only a very small percentage of Canadian homeowners then owned their home under circumstances that could make it work.?

The Principal Payment Offset Strategy? (PPOS) was created to align with how homeowners financially interact with their homes while at the same time taking advantage of opportunities created within the Canadian homeownership environment. Both protecting and building home equity at the same time, the Principal Payment Offset Strategy? was designed to gain the endorsement of both the legal and financial accounting community thus protecting any homeowner from the unscrupulous use of the strategy by requiring their oversight.

?Our interaction with over 5000 homeowners over the last 40 years provided us with a unique opportunity to learn how and why owners own their homes.? continued Mr. Kay ?Fear and hope dominate the conversation so we build a new strategy that not only took advantage of advancements made in the last 25 years but at the same time eliminated the fear by replacing hope with expectations.?

The average homeowner in Canada who implemented the Principal Payment Offset Strategy? for the calendar year 2015 would have seen an additional tax-free gain in their net wealth through homeownership of over eight thousand dollars. That year's gain alone remaining under the program's design is projected to be worth over forty-five thousand tax-free dollars by 2040.

The Wealthy Homeowner? offers it members programs and strategies to both protect and build their net wealth through homeownership. Ross Kay is Canada's leading authority on housing markets and the home selling infrastructure. The proprietary measures supplied to The Wealthy Homeowner? members allow them to bypass the static that has dominated the homeownership conversation for decades.

Further details can be found at www.TheWealthyHomeowner.ca.

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The Wealthy HomeOwner

As Canada's experts on how the housing infrastructure has developed over the last 50 years and how it now functions today, Ross Kay Realty Consultants has produced the first independent, unbiased and truthful information set about homeownership.

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