

# The Difference Between Owner-Finance vs. Rent-to-Own When Marketing Lease-Options

*By Matthew S. Chan*

(Excerpt from “TurnKey Investing with Lease-Options”)

The terms “owner-finance” and “rent-to-own” are casual terms we use for the benefit of people outside of our business. We consider them laymen terms, not technical terms. Both terms are used by investors who lease-option their properties.

However, we have discovered there is a substantial difference in the quality of clientele we attract. The differences lie within their mindset, their sense of responsibility, and their ability to provide additional funds for upfront money and a higher monthly payment. Renters don’t like to take responsibility. Potential buyers and owners do.

The term “rent-to-own” tends to attract people who have little or no upfront money and the renter’s mentality. In fact, the term itself begins with the word “rent”. So the emphasis in most people’s mind is to rent.

The term “owner-finance” conveys financing and a way to buy and ultimately own. This is the way we market our company. Owner-financing tends to attract people who have upfront money and the ability to make higher monthly payments. We like this. People who want to buy and own a home understand the term “owner-finance”. And if they don’t understand the term, we certainly don’t want them in our properties.



**Matthew S. Chan** is the author of several business books including “The Intrepid Way” and the “TurnKey Investing” Book series. In addition to being an author, Matthew currently oversees the management of his Internet business, property management company, and publishing firm.

Matthew’s educational background includes a Bachelor of Science in Business Administration from University of Central Florida and a Masters of Business Administration from Webster University. Matthew can be found at

[MatthewChan.com](http://MatthewChan.com) and [AscendBeyond.com](http://AscendBeyond.com).

---

---