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Dear Management:  When was the last time you called an apartment home?  
  
For me... 23, so that was... never you mind ago.  
  
What elevator speech would give to an apartment dweller of today?  Because it's different, then when I first entered that game.  
  
Interest rates were almost triple, home prices were half (my first house was in Vancouver), my commute (from there to Clackamas) was 20 mins max, housing prices were only going up and the housing bust was NEVER gonna happen.  
  
But now... people younger then I, think of housing as more of a sunk cost and not as an investment... as was pushed in the past.  
  
This new generation lived through their parents or someone close to them, lose their shorts... and that was only just 10ish yrs ago.  
  
I think you need to look past an "investment" push, to more of a lifestyle one.  
  
Don't believe me?  Who would of thought the day would come when a red blooded American would give up the idea of owning a car... for a ride share app off a phone???  Heresy I say!  
  
So push lifestyle and NOT just a $ sign...  
  
Sally Borrower, with puppy --- push having a yard... and not having to collar up, get into an elevator (where you're giving this speech) and walk it every time for potty breaks.  
  
Now you know.