

FOR IMMEDIATE RELEASE

Homeowner Prep Announces Strategic Language Shift: Replacing “Renters” with “Future Homeowners” to Inspire Wealth-Building Mindsets

SAN DIEGO, California, March 27, 2026 — Homeowner Prep, a leading non-profit organization dedicated to helping individuals achieve homeownership and build generational wealth, today announced a transformative shift in its messaging and branding: the official replacement of the term “renters” with “Future Homeowners” across all platforms, programs, and communications.

This change reflects a deeper commitment to reshaping how individuals view themselves in their financial journey. Rather than reinforcing a temporary circumstance, Homeowner Prep is choosing language that aligns with possibility, progress, and long-term ownership.

“Words matter. Identity matters even more,” said Eric Hellon, Executive Director of Homeowner Prep. “When people call themselves renters, they subconsciously accept that as their long-term reality. At Homeowner Prep, we believe in speaking life into where people are going, not where they currently are. That’s why we are proudly replacing ‘renter’ with ‘Future Homeowner.’”

The organization emphasizes that paying rent is not an identity, it is a phase. By shifting language, Homeowner Prep aims to empower individuals to see themselves as homeowners in progress, encouraging action toward financial literacy, credit improvement, saving, and ultimately purchasing a home.

This initiative is especially important in communities where homeownership gaps persist and where mindset, access, and education play critical roles in closing the wealth gap. Homeowner Prep believes that redefining identity is a powerful first step toward changing financial outcomes.

Why This Change Matters:

- **Shifts Identity:** Encourages individuals to see themselves as future owners, not permanent renters
- **Builds Confidence:** Reinforces belief in the ability to achieve homeownership
- **Drives Action:** Inspires individuals to take steps toward buying a home
- **Promotes Wealth Building:** Positions homeownership as a realistic and attainable goal

Homeowner Prep is calling on individuals, media outlets, partners, and the public to adopt this language shift and join the movement. The organization believes that when people begin to identify as Future Homeowners, they are more likely to pursue the education, resources, and discipline needed to make that vision a reality.

“Being a Future Homeowner is not just a title, it’s a mindset and a commitment,” Hellon added. “We want people to stop labeling themselves by their current situation and start identifying with their future. Because when you change how you see yourself, you change what you believe is possible.”

This change will be reflected immediately across Homeowner Prep's website, social media platforms, educational programs, and marketing materials.

Homeowner Prep recently launched the Future Homeowner Academy, a new online community that provides free courses, resources, monthly challenges, and a community of support for Future Homeowners. For more information, visit <https://www.futurehomeowneracademy.com>.

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About Homeowner Prep

Homeowner Prep is an education and coaching organization dedicated to helping individuals and families transition from paying rent to owning their home and building generational wealth.

Through financial literacy, personalized coaching, and step-by-step guidance, Homeowner Prep empowers Future Homeowners to achieve their homeownership and wealth-building goals.

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