

Why More People Relocating to Denver Are Choosing a 'Rent-First' Approach to Buying

Denver-based relocation & real estate firm RealGroup offers a Rent First, Buy When You're Ready program helping newcomers reduce risk & avoid rushed purchases.

DENVER, CO, UNITED STATES, February 4, 2026 /EINPresswire.com/ -- As Denver continues to attract professionals, remote workers, and corporate relocations from across the country, a growing number of newcomers are rethinking one long-standing assumption: that they need to buy a home immediately after moving.



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Instead, more people [relocating to Denver](#) are choosing a rent-first approach, allowing them to get to know the city before committing to a purchase. At the center of this shift is RealGroup and its established Rent First, Buy When You're Ready program, which helps relocating clients reduce risk, avoid rushed decisions, and buy with confidence.

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*Dan Strawn, Broker Associate
at RealGroup*

Denver's competitive housing market, combined with unfamiliar neighborhoods and lifestyle variables, has made immediate buying increasingly challenging for newcomers. RealGroup's program addresses that reality by giving clients time to experience day-to-day life in Denver, from commute patterns to neighborhood culture, before making one of their largest financial decisions.

“Buying right away works for some people, but for many relocations it creates unnecessary pressure,” said Dan Strawn, Broker Associate at RealGroup. “Renting first gives our clients real-world context. When they do buy, they're making a decision based on lived experience, not

guesswork.”

Through the Rent First, Buy When You're Ready program, RealGroup supports clients from initial relocation through rental placement and eventual home purchase, providing a single, continuous relationship throughout

the process. The approach has proven especially effective for corporate relocations, executives, and remote professionals who value flexibility without sacrificing long-term outcomes.



“We’ve seen firsthand how often rushed purchases lead to regret,” said Wilson Leonard, Managing Broker and Founder at RealGroup. “This model gives people control over timing, location, and financial strategy, which ultimately leads to better decisions and happier homeowners.”

RealGroup has helped hundreds of relocating clients successfully settle into Denver using its rent-first approach, reducing buyer’s remorse and improving long-term satisfaction. As relocation patterns continue to evolve, the firm expects demand for flexible, rent-first solutions to grow.

To learn more about RealGroup’s Rent First, Buy When You’re Ready program, visit RealGroup’s website or [watch the video](#) on Instagram.

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