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**HomeEquity Bank   
Social Post**

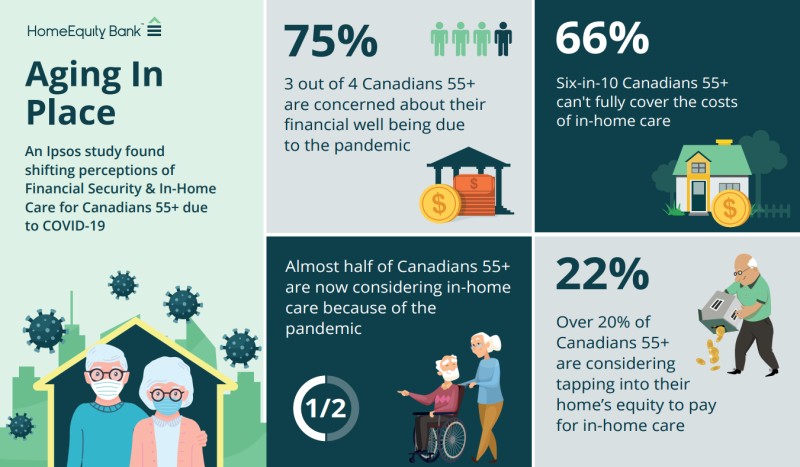
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**Instructions | How to post on Facebook**

1. Highlight the copy below, right-click and press *copy* on the post­

Did you know? More than 90% of Canadians 55+ want to age in place at home, but new research from [Ipsos in Canada](https://www.linkedin.com/company/ipsos-in-canada/) shows six in 10 say they can’t fully cover the costs of in-home care. And while 22% of Canadians 55+ plan to tap into their home’s equity to cover in-home care costs, even more (30 percent!) say they didn’t even know that option is available to them. With a reverse mortgage, you can access the equity from your home while increasing your monthly cash-flow, tax-free. Get the facts! Contact me today to learn more.

1. Right-click and press *save as picture* on the image



1. Login to your Facebook account and start a new post by clicking on Create a Post
2. *Paste* the post. Remember to edit and personalize the call to action before posting
3. Upload the image that you saved, to the post
4. Click Post

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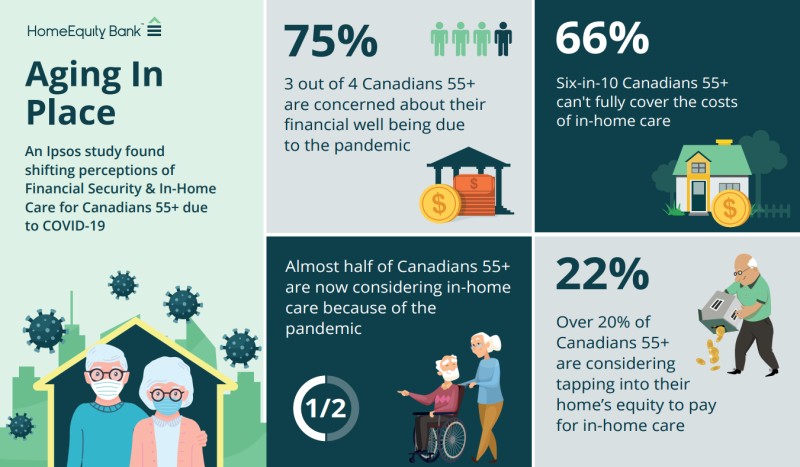
**Instructions | How to post on LinkedIn**

For desktop

1. Highlight the copy below, right-click and press *copy* on the post­:

Did you know? More than 90% of Canadians 55+ want to age in place at home, but new research from [Ipsos in Canada](https://www.linkedin.com/company/ipsos-in-canada/) shows six in 10 say they can’t fully cover the costs of in-home care. And while 22% of Canadians 55+ plan to tap into their home’s equity to cover in-home care costs, even more (30 percent!) say they didn’t even know that option is available to them. With a reverse mortgage, you can access the equity from your home while increasing your monthly cash-flow, tax-free. Get the facts! Contact me today to learn more.

1. Right-click and press *save as picture* on the image



1. Login to your LinkedIn account and start a new post by clicking on Start a Post
2. *Paste* the post. Remember to edit and personalize the call to action before posting
3. *Upload* the image that you saved, to the post.
4. Click Post

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