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**HomeEquity Bank**Social Post

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*\*\*\*More detailed instructions for how to post on various social platforms begins on page 2\*\*\**

**Post | Highlight and copy the text below - Remember to edit and personalize the call to action before posting.**

Caption for your post is below:

Violet has been living in the quaint farmhouse she grew up in most of her life. She recently helped her children through some financial difficulty and eventually found herself facing a similar challenge.

After focusing her financial resources on helping her family while maintaining her aging home and lifestyle, Violet’s bills began to pile up. Although her son returned the favour and paid her property taxes. She still had some outstanding debt that needed to be addressed.

Violet wanted to access some money to renovate her kitchen and bathroom, eliminate her debt, and have a little extra income. To help her obtain her financial goals Violet’s mortgage broker suggested a CHIP Reverse Mortgage through HomeEquity Bank. She was able to pay off her debt, have enough funds to renovate her home, and give her monthly income a boost.

Today, Violet enjoys the home she’s spent most of her life in and lives a comfortable lifestyle without worrying about her finances. If you would like to learn how a CHIP Reverse Mortgage can be an effective tool in your retirement plan, please contact me at [Enter your contact information here].

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**Image| Save and upload image into your post**



**Instructions | How to post on Facebook**

1. Highlight, right-click and press *copy* on post­, found on page 1
2. Right-click and press *save as picture* on the image
3. Login to your Facebook account and start a new post by clicking on Create a Post
4. *Paste* the post. Remember to edit and personalize the call to action before posting
5. Upload the image that you saved, to the post
6. Click Post

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**Instructions | How to post on LinkedIn**

For desktop

1. Highlight, right-click and press *copy* on the post­, found on page 1
2. Right-click and press *save as picture* on the image you want to use, found on page 1
3. Login to your LinkedIn account and start a new post by clicking on Start a Post
4. *Paste* the post. Remember to edit and personalize the call to action before posting.
5. *Upload* the image that you saved, to the post.
6. Click Post

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**Instructions | How to post on Instagram**

1. Highlight, right-click and press *copy* on the post­, found on page 1
2. Right-click and press *save as picture* on the image you want to use, found on page 1. Send to your mobile device by emailing the photo to yourself and saving it onto your phone from there.
3. Login to your Instagram account and start a new post by clicking on the new post icon at the bottom center of your home timeline
4. Select the image you saved and press next
5. *Paste* the post into the caption box and remember to edit and personalize the call to action before posting.
6. Click Share