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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 (Facebook, LinkedIn, Instagram)

Considering downsizing for retirement? While it may seem like a smart move once the kids have left the nest, there are some downsides you should be aware of.

Financial and emotional costs to consider:

* Real estate fees
* Legal fees
* Land Transfer Tax
* Moving expenses
* Home appraisal fee
* Closing fee
* Home improvements
* Belonging decisions
* Leaving the family home
* And more!

Consider the CHIP Reverse Mortgage by HomeEquity Bank as an alternative! Unlock up to 55% of your home's equity in tax-free cash, improve your retirement finances, and live comfortably as you age. Best of all, no monthly mortgage payments are required!

Contact me to learn how the CHIP Reverse Mortgage can help you avoid the stress and expense of downsizing and live the retirement of your dreams.

Caption for your post is below (X, formerly known as Twitter)

Think twice before downsizing! It can cost you more than you think. Explore the CHIP Reverse Mortgage by HomeEquity Bank as an alternative to access tax-free cash and to improve your retirement finances. Contact me to learn more.

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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 X (formerly known as Twitter)**

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 Twitter account and start a new tweet by clicking on the compose box, at the top of your home timeline
4. *Paste* the post. Remember to edit and personalize the call to action before posting. When editing, ensure your post is within the 280-character limit for X ( formerly known as Twitter).
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