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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)

Say hello to the CHIP Reverse Mortgage - your key to accessing up to 55%\* of your home equity without moving, selling, or worrying about monthly mortgage payments.

Qualifications for the CHIP Reverse Mortgage:

* **Canadian Homeowner:** Own a home in Canada? You're on the right track!
* **Age Requirement:** You and your spouse must be at least 55 years old.
* **Primary Residence:** Your home has to be your primary residence.
* **Home Maintenance:** You must keep the property in good maintenance, pay your property taxes and property insurance, and your property is not in default.

If you meet these criteria, you can unlock tax-free cash to receive either a lump sum or scheduled monthly advances. The possibilities are endless with the CHIP Reverse Mortgage. From paying off debts and tackling unexpected expenses to renovating your dream home, funding that special vacation, or securing your family's future.

Have questions or want to check your eligibility? Contact me today!

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

Access up to 55% of your home equity with the CHIP Reverse Mortgage. To qualify you must be a Canadian homeowner, age 55+, with the property in good maintenance. If you have any questions or want to check your eligibility, contact me today!

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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