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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)

Are you or someone you know considering moving into a long-term care facility? It’s a significant decision that often comes with unforeseen financial implications.

Here’s what you need to keep in mind:

* **Monthly Costs:** Retirement homes can cost between $3,000 to $5,000 per month, eroding savings, especially for those on fixed incomes.
* **Loss of Home Equity:** Selling the family home can lead to the loss of valuable home equity, which may not cover ongoing expenses.

But, there’s an alternative!

**The CHIP Reverse Mortgage by HomeEquity Bank** provides financial flexibility, enabling you or your loved ones access to up to 55% of their home's value without worrying about monthly mortgage payments. This can be used for in-home care or home renovations, ensuring a comfortable and accessible living environment during their golden years.

For more information and a tailored solution, don't hesitate to get in touch with me!

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

Are you or your loved ones thinking about moving into a long-term care facility? Explore an alternative to long-term care: CHIP Reverse Mortgage by HomeEquity Bank. Access home equity for in-home care or renovations, preserving retirement savings!

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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