

GSFA Social Media Post – Ready-to-Use Caption & Graphic

For GSFA Business partners use only

Post 01 – Did You Know? You Don't Need 20% Down to Buy a Home!

Graphic Description:

A blue and gold graphic featuring a man and a pregnant woman being handed keys to their new home. The text reads:

"Did you know? You don't need 20% down to buy a home! Ask me about down payment assistance through GSFA today!"

Download the Graphic:

<https://gsfahome.org/lender/marketing/social/Social-Post-01-GSFA.jpg>

Suggested Captions for Your Social Media Post

Caption Option 1:

Dreaming of homeownership but worried about the down payment? 🏠 You don't need 20% down to buy a home! Reach out today to learn about GSFA's Down Payment Assistance programs! 💙
#HomeownershipMadeEasy #DownPaymentAssistance #GSFA

Caption Option 2:

Say goodbye to the 20% down myth! You can own a home with less up front. Ask me about GSFA Down Payment Assistance today and make your dream home a reality! ✨
#HomeBuying #DownPaymentHelp #GSFA

Caption Option 3 (Short & Direct):

A new home could be closer than you think. 🔑 With GSFA Down Payment Assistance, no

20% down required. Let's talk!

#GSFA #HomeownershipHelp #DownPaymentSupport

How to Use This Content

1. **Click the download link** above to save the graphic to your device.
2. **If you have a**
3. **Choose one of the suggested captions** (or personalize it to match your voice).
4. **Post to your social media** platform of choice (Instagram, Facebook, X, Threads, etc.).
5. **If you have access to a graphics program**, you can add your own logo next to the GSFA logo on the graphic before posting. This is a great way to co-brand and build recognition with your audience.
6. **Engage with your audience** by responding to comments or direct messages to encourage conversation and interest.