

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

*For GSFA Business partners use only*

## Post 09 – Turning “Someday” Into Today

### **Graphic Description:**

A teal graphic featuring a woman holding a keychain with a small house charm. The headline reads:

#### **Turning “Someday” into Today.**

Down payment assistance up to 5.5% is available to help you buy a home.

### **Download the Graphic:**

<https://gsfahome.org/%20lender/marketing/social/Social-Post-09-GSFA.jpg>

### **Suggested Captions for Your Social Media Post**

#### **Caption Option 1:**

Waiting for the “right time” to buy a home? That time could be now. With down payment assistance up to 5.5% from GSFA, your path to ownership could be easier than you think. Let’s connect and get started!

#GSFA #HomebuyerSupport #DPA #TurnSomedayIntoToday

#### **Caption Option 2:**

Stop saying “someday” and start planning for today. GSFA offers up to 5.5% in down payment assistance to help make your dream home a reality. Reach out and let’s talk next steps.

#GSFA #HomeownershipHelp #DPA #BuyNow

#### **Caption Option 3:**

Turn your homeownership goals into action with help from GSFA. Up to 5.5% in assistance is available for qualified buyers. Let's get you moving!

#GSFA #DPA #SomedayIsToday #OwnYourFuture

### **Caption Option 4 (Short & Direct):**

Up to 5.5% in help is available. Let's talk about buying your home today.

#GSFA #DownPaymentHelp #StartNow #HomeReady

### **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.