How much you need to earn to buy in [Area]

STATIC POST OR CAROUSEL

Most buyers never run the numbers. They see a price and assume it's out of reach. Show the household income needed for a typical home in your area, and many of them realise they're closer than they thought.

HEADLINE OPTIONS

- Here's how much you need to earn to buy in [Area]
- Think you can't afford [Area]? Run the numbers first.
- The income you need for a $[price] home, right now

The outline

Slide 1	The headline.
Slide 2	A typical home price in your area.
Slide 3	Down payment, rate and monthly payment.
Slide 4	The household income that payment requires.
Slide 5	“Closer than you thought?” plus your call to action.

Make it local

Price	Typical price for one home type in your area
Rate	Today's typical 5-year fixed rate
Rules	Canadian stress test and minimum down payment
Partner	A mortgage broker to check your maths

Example · Edmonton: the income needed for a typical $400K townhouse with 10% down.

POST CAPTION · COPY AND ADAPT

```
Here's roughly what you'd need to earn to
buy a typical home in [Area] today. Numbers
change, so treat this as a starting point.
Want the real number for your situation?
Message me and I'll connect you with a
broker I trust.
```

Post it

01 Have a mortgage broker check your numbers before posting.

02 Label it as an estimate, with the date and the rate used.

03 Update it whenever rates move.

04 Send serious enquiries to your broker partner the same day.

WHY IT WORKS

It turns “I can't afford it” into a real number, and the people who message are buyers getting ready.

IMAGE PROMPT · PASTE INTO CLAUDE

```
Use my brand guide. Design 1080 × 1350 px
carousel slides: five slides following the
outline on this sheet, using these numbers:
price $[X], down payment [Y]%, rate [Z]%.
Leave a clear space for my own photo; don't
invent one. Keep text large and readable on a
phone. Give me the finished files to download.
```