Market news of the week

INSTAGRAM STORIES · WEEKLY

Each week, take one real piece of housing news, like a rate decision, new stats or a policy change, and explain what it means for people in your area. One headline, one plain-English takeaway.

OPENING FRAME OPTIONS

Big news this week. Here's what it means for [Area].

You probably saw the headline. Here's the part that matters to you.

Rates moved again. Should you care? Quick answer:

The outline

Frame 1	Screenshot of the headline, with the source visible.
Frame 2	What happened, in one sentence.
Frame 3	What it means for buyers and sellers in your area.
Frame 4	Poll or question sticker to start a conversation.

Make it local

News	Bank of Canada decisions, board stats, CMHC reports
Angle	Who it helps and who it hurts locally
Number	One local figure that backs up your take
Day	The same day every week

Example · Edmonton: a Bank of Canada rate cut, and what it does to a typical payment on a $450K home.

STORY TEXT · COPY AND ADAPT

```
Here's this week's housing news in 30
seconds, and what it means if you're buying
or selling in [Area]. Questions? Send them
my way and I'll answer them next week.
```

Post it

01 Always show the source; screenshot it rather than paraphrasing a rumour.

02 Keep it to one story a week. Depth beats volume.

03 Never give mortgage advice; point people to a broker you trust.

04 Turn next week's best question into the opening frame.

WHY IT WORKS

People see the headlines but not the local meaning. Explaining it every week makes you the person they check with.

IMAGE PROMPT · PASTE INTO CLAUDE

```
Use my brand guide. Design 1080 × 1920 px
story frames: a reusable weekly template: a
headline frame, a “what it means for [Area]”
frame and a question frame. 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.
```