Will I Be Able to Afford More House Next Year Than I Can Right Now?

Campaign Overview
Who: Magic Million + Chunky Middle | **Goals:** Grow Your Audience + Build Your Influence

Announcement

Duration: 7 days | **Conversion Type:** Call To Action | **Announcement Style:** Banner

Headline: Should you wait until next year to buy?
Button Text: Find out here

Headline: Did you know home affordability may change in the next 12 months?
Button Text: See why here

Facebook - Business Page

Objective: Traffic | **Budget:** $50-100 | **Duration:** 4-10 days
Audience: Magic Million + Chunky Middle

📍 If you're thinking about buying a home, you're probably wondering if this is the right time or if you should wait until next year.

What will home affordability look like next year compared to today?

Our latest blog post goes into detail ⤵️

Home affordability will likely look different next year than it does today, so if you've been thinking about buying a home, now may be your time. Here's why ⤵️

Email

Goal: Traffic | **List:** Magic Million

Subject line: If You Wait to Buy a Home Next Year, Could You See More Affordability?
Body: If you're thinking about buying a home, you're probably wondering if **this** is the right time or if you should wait until next year. Here are a few factors to consider – ● Interest rates ● Home inventory ● Home prices There's no way to know exactly what will happen, but if you're in a position to buy a home that fits your needs, you should buy sooner rather than later. Our latest blog post goes into detail about our thoughts on home affordability over the next year and our recommendations. LINK P.S. If you're ready to start your home search, just reply to this email telling us what you're looking for and we'll get to work helping you find it.

Subject line: Our thoughts on home affordability over the next year 📩
Body: Home affordability will likely look different next year than it does today… So, if you've been thinking about buying a home and you're in the financial position to do so, now may be your time. Between interest rates, home inventory, and prices there's a lot that can change over the next year. LINK **Remember, no one has a crystal ball.** But if you're waiting on the perfect time to buy, let's have a conversation about what that looks like for you and start to prepare for the future – whether that's a year from now or just a few months.

Instagram

Goal: Engagement

📍 If you're thinking about buying a home, you're probably wondering if this is the right time or if you should wait until next year.

Here are a few factors to consider –

🏡 Interest rates
🏡 Home inventory
🏡 Home prices

With current market conditions, if you're in the position to buy a home that fits your needs, we'd recommend buying sooner rather than later.

Get more details and our thoughts on housing affordability on our blog. Tap the link in bio 📲

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#buyingahome #affordahome #buyahouse #homeaffordability #firsttimehomebuyer #homebuyer #homeseller #realestate #realtor #LOCATIONrealtor #LOCATIONrealestate #LOCATION

Home affordability will likely look different next year than it does today…

So, if you've been thinking about buying a home, now may be your time. Between interest rates, home inventory, and prices there's a lot that can change over the next year.

While there's no way of knowing for sure what's going to happen, we're sharing our thoughts on home affordability and how it may change.

Read our latest blog post by tapping the link in bio 📲

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Facebook - Personal Profile

Goal: Community Building

If you were buying a home within the next year, would you wait or buy now?

Twitter

Goal: Traffic

Home affordability may change in the next 12 months. See why here ➡️ LINK

LinkedIn

Goal: Engagement

If you're thinking about buying a home, you're probably wondering if **this** is the right time or if you should wait until next year.

Here are a few factors to consider –

🏡 Interest rates
🏡 Home inventory
🏡 Home prices

There's no way to know exactly what will happen, but if you're in a position to buy a home that fits your needs, you should buy sooner rather than later.

Our latest blog post goes into detail about our thoughts on home affordability over the next year, and our recommendations ➡️ LINK

NEW

Short-Form Video Script (Perfect for Reels or TikTok)

Get the Canva Template Here

Clip 1	If you're thinking about buying a home, you're probably wondering if **this** is the right time or if you should wait until next year. Here are a few factors to consider –
Clip 2	#1 – Interest rates: Interest rates on most mortgage loans will likely be higher next year, meaning you'll spend more to buy the home when it comes to loan cost.
Clip 3	#2 – Home inventory: With more homes coming on the market, prices are less likely to skyrocket and you're more likely to have your offer accepted.
Clip 4	#3 – Home prices: Prices may stop growing as quickly, but there most likely won't be a huge drop in value.
Clip 5	There's no way to know exactly what will happen, but if you're in a position to buy a home that fits your needs, you should buy sooner rather than later. If you're looking for the perfect time to buy, let's have a conversation about what that means for you and start to prepare for the future.