**Marketing strategy: First-time buyer postcard, social media ad marketing campaign**

***No. 1: What’s the best hedge against inflation?***

*Real estate: The shelter you can live in!*

*Contact Sally Agent at 800-555-1234 to learn more.*

***No. 2: Imagine your own home sweet home.***

*Now imagine $17,000 in down payment assistance to*

*Make it a reality!*

*Contact Sally Agent at 800-555-1234 to learn more*.

***No. 3: Tired of paying your landlord’s mortgage?***

*Become a homeowner now and start paying your own!*

*Contact Sally Agent at 800-555-1234 to learn how*.

***No. 4: Ready to say goodbye to renting?***

*You could be in your own home with as little as 1 percent down.  
Contact Sally Agent at 800-555-1234 to get started.*

***No. 5: Another rent increase?***

*Become a homeowner now and lock in*

*Your mortgage payments for the next 30 years!*

*Contact Sally Agent at 800-555-1234 to learn more*.

***No. 6: Ready to start building your wealth and financial freedom?***

*Start by buying your first home.*

*Contact Sally Agent at 800-555-1234 to learn more*.

***No. 7: Dreaming of a backyard BBQ?***

*Don’t let another summer pass you by —*

*Make your move to your own home now!*

*Contact Sally Agent at 800-555-1234 to learn how*.