



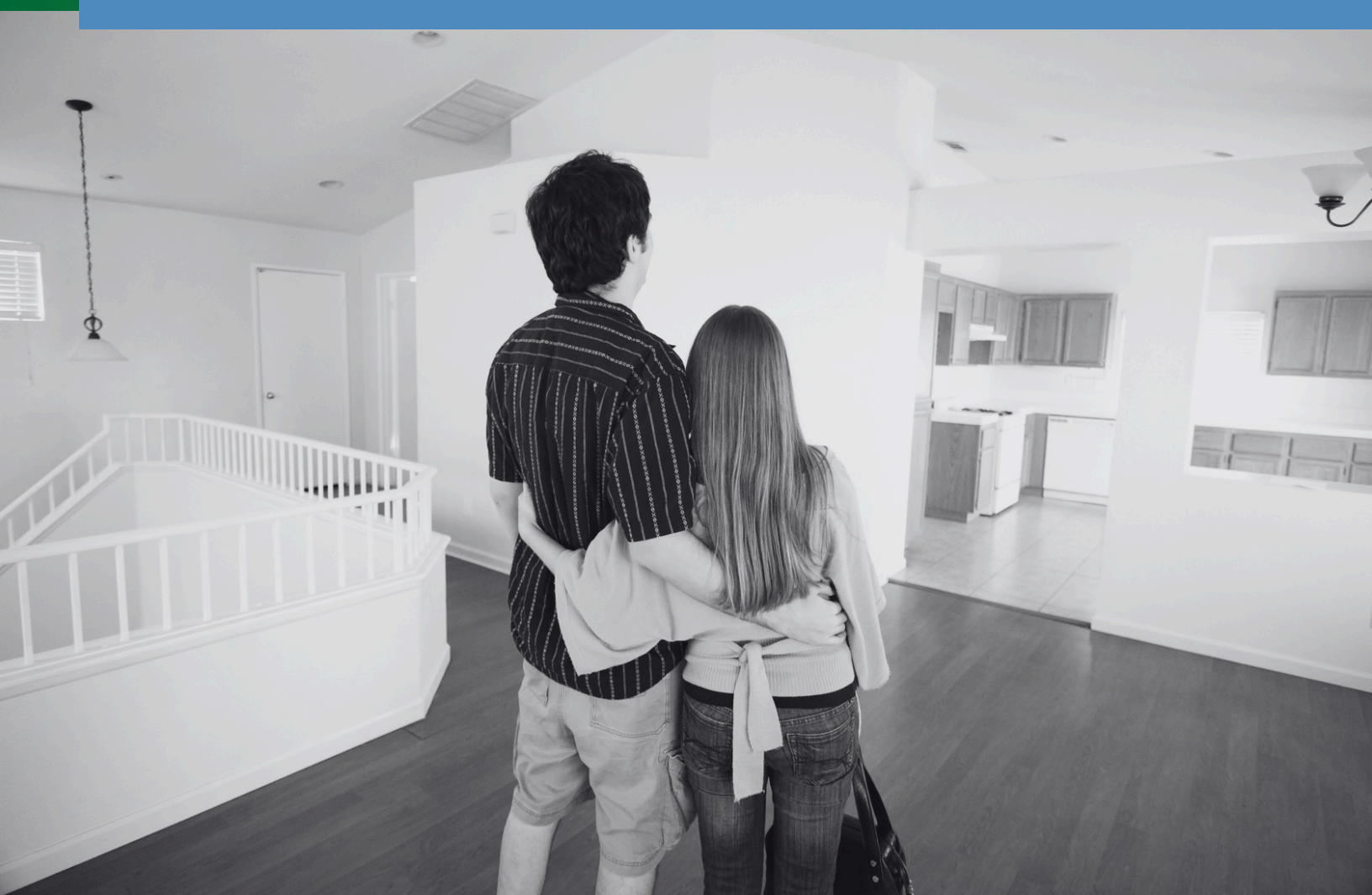
FloridaRealtors®

The Voice for Real Estate® in Florida

HOMETOWN HEROES HOUSING PROGRAM

DIGITAL MARKETING TOOLKIT FOR
MEMBERS TO USE WITH CONSUMERS

ABOUT HOMETOWN HEROES



The Hometown Heroes Housing Program makes homeownership attainable and affordable for Florida's community workforce.

Through Hometown Heroes, income-qualified first-time homebuyers can receive up to \$35,000 in down payment and closing costs assistance to purchase a primary residence in the community in which they work and serve.

To qualify, borrowers should be first-time homebuyers, be currently employed full-time by a Florida-based employer, and fall within the income threshold for their county. To check eligibility and connect with a loan officer, you may direct your buyers to the [Florida Housing Finance Corporation](#).

SOCIAL MEDIA SUPPORT

Simply click on the button below to download any of the following in-feed graphics for Facebook, Instagram, Twitter (X), or LinkedIn based on what messaging you choose to promote, then copy and paste the suggested caption. Feel free to personalize it to reflect your voice and insights.

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Suggested Caption:

Ready to take the first step toward homeownership? A Florida Realtor® can guide you through the process – including helping you apply for the Hometown Heroes Housing Program. Contact me today to find your dream home!



Suggested Caption:

Florida Realtors® are committed to supporting our state's veterans, active-duty service members, and others through mortgage assistance options like the Hometown Heroes Housing Program. Reach out today to begin your homeownership journey!



Suggested Caption:

As a Florida Realtor®, I know that strong communities rely on local employers. The Hometown Heroes Housing Program offers benefits to state residents who work for a Florida-based business. Reach out today to learn more and find out if you qualify!

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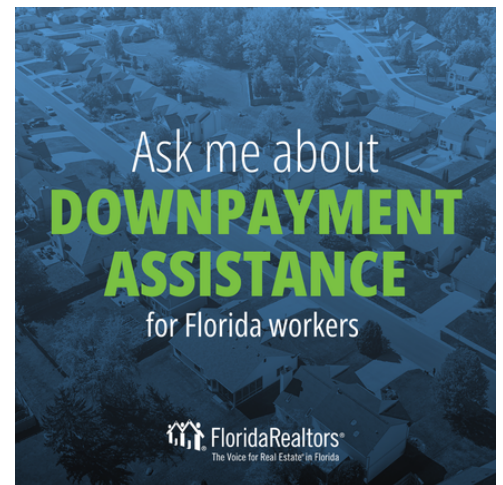
Suggested Caption:

Wondering how you can buy a home in today's booming housing market? The Hometown Heroes Housing Program offers incredible benefits for eligible Floridians. As a trusted Florida Realtor®, I'm ready to guide you through every step of the process.



Suggested Caption:

With valuable benefits like down payment and closing cost assistance, the Hometown Heroes Housing Program is here to help you achieve your dream of homeownership. Reach out to a Florida Realtor® today to begin your journey.



Suggested Caption:

Calling all first-time homebuyers! 📣 You may be eligible for the Hometown Heroes Housing Program, which provides valuable benefits like down payment assistance. As a Florida Realtor®, I'm here to help you navigate the process and find your home sweet home.