FIRST-TIME BUYERS

$0 GST

Get up to $50,000 back on a brand new home.

First-time buyers now pay zero GST on new builds up to $1,000,000. Resale homes get nothing.

Shane Homes | Spark Financial Group

Illustration only. Not financial advice.

SCAN TO SEE IF YOU QUALIFY

Shane Homes First-Time Buyer Advantage | Spark Financial Group

THE 90-DAY PLAN

No down payment saved? You may still be ready.

The RRSP Home Buyers' Plan lets first-time buyers use up to $60,000, or $120,000 as a couple.

Shane Homes | Spark Financial Group

Illustration only. Not financial advice.

SCAN TO SEE IF YOU QUALIFY

Shane Homes First-Time Buyer Advantage | Spark Financial Group

COMPARE IT

$35K

New build vs resale, the honest math.

A $700,000 new Shane home returns $35,000 in GST. The same money on a resale returns nothing.

SCAN TO SEE IF YOU QUALIFY

Shane Homes First-Time Buyer Advantage | Spark Financial Group

SWIPE UP

$0 GST on a brand new Shane home.

Up to $50,000 back for first-time buyers. Swipe up to see the numbers at every price point.

TOTAL MONEY BACK

$500K home	$32,625
$700K home	$48,725
$1.0M home	$68,300

See your numbers

SCAN TO SEE IF YOU QUALIFY

Shane Homes First-Time Buyer Advantage | Spark Financial Group

THE 90-DAY PLAN

Your down payment can come back to you.

90 days in an RRSP, then a tax refund of $6,000 to $20,000. That is the part nobody explains.

TOTAL MONEY BACK

$500K home	$32,625
$700K home	$48,725
$1.0M home	$68,300

See your numbers

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SCAN TO SEE IF YOU QUALIFY

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FOR MARQUE MEDIA

Captions and posting plan

POST 1 · Square · $0 GST

First-time buyer? The GST on a brand new home just went to zero. On a new build up to $1,000,000 you get the full 5% back, worth as much as $50,000. Resale homes do not qualify. Link in bio to see what you would get back at every price point. #YYCRealEstate #FirstTimeHomeBuyer #ShaneHomes

POST 2 · Square · The 90-day plan

"We do not have a down payment yet." You might be closer than you think. The RRSP Home Buyers' Plan lets first-time buyers use up to $60,000, or $120,000 as a couple, and the tax refund often comes back in the thousands. Ninety days is all it takes. #YYCHomes #NewBuild #FirstTimeBuyer

POST 3 · Square · New vs resale

Same budget, very different outcome. A $700,000 brand new Shane home returns $35,000 in GST to a first-time buyer. The same $700,000 spent on a resale returns nothing. New build, new warranty, money back. #CalgaryRealEstate #NewHome

STORY SET · 2 frames

Frame 1: $0 GST on a brand new Shane home. Frame 2: your down payment can come back to you. Both frames link to the page. Run these the day after each square post.

REEL IDEAS · 30 to 45 sec

1. Sales associate answers "we do not have a down payment yet" on camera. 2. Parents helping adult children: how a modest gift does far more work through an RRSP. 3. Whiteboard the $700K example in under 40 seconds.

Cadence

Two posts a week for four weeks. Boost to first-time buyers aged 25 to 40 within 40km of Calgary. Always link to the page and ask "how did you hear about us" on the form.