**Sample Social Media Posts for 2024 National Homeownership Month in June**

Throughout National Homeownership Month in June, we encourage you to use these social media posts or enhance them with local information. Remember to use #HomeownershipMonth in your posts to amplify your messages and help you keep track of engagement.

* Homeownership is the foundation of the American Dream. [INSERT HBA NAME] and the home building industry celebrates the American Dream by recognizing June as National Homeownership Month. #HomeownershipMonth
* During National Homeownership Month in June, the [INSERT HBA NAME] wants you to know that in good times and in bad, home ownership is the cornerstone of the American way of life. #HomeownershipMonth
* Homeownership can help build equity and pave the way for financial stability. No matter the conditions in the broader market, the best time to buy a home is always right now. #HomeownershipMonth
* Homeownership is more than a financial investment – owning a home means owning your future and a place to raise your family. Learn more about the beautiful new homes in our community [INSERT HBA WEBSITE LINK] #HomeownershipMonth
* For many people, the opportunity to own a home has always been a cherished ideal and a source of pride, accomplishment, social stability and peace of mind. Learn more about homeownership opportunities in [INSERT HBA WEBSITE LINK] #HomeownershipMonth
* In a recent survey by @NAHBHome, builders saw a demand increase for exterior amenities, such as patios, outdoor lighting and porches in 2023. #HomeownershipMonthhttps://www.nahb.org/news-and-economics/press-releases/2024/02/top-design-trends-for-2024
* More homeowners are looking to their homes to provide a sense of well-being. In response, builders connect outdoor spaces to homes and incorporate natural materials.https://www.nahb.org/news-and-economics/press-releases/2024/02/top-design-trends-for-2024 #HomeownershipMonth
* DYK: The average size of a new home is shrinking due to buyer preference for less space and affordability concerns. #HomeownershipMonthhttps://www.nahb.org/news-and-economics/press-releases/2024/02/top-design-trends-for-2024
* Both first-time and repeat home buyers say they want laundry rooms, patios and walk-in pantries in their next home #HomeownershipMonthhttps://www.nahb.org/news-and-economics/press-releases/2024/02/top-design-trends-for-2024
* DYK: Homebuyers are increasingly prioritizing personalization and unique features in their homes #HomeownershipMonthhttps://www.nahb.org/news-and-economics/press-releases/2024/02/top-design-trends-for-2024
* Builders can equip new homes with mudrooms or laundry rooms that are both beautiful and functional. What spaces do you enjoy the most in your home? #HomeownershipMonth<https://bestinamericanliving.com/2023/01/mudroom-design/>
* DYK: In an @NAHBHome survey, 38% of home builders indicated they built smaller homes in 2023 to help support home sales, and 26% are planning to build even smaller in 2024. #HomeownershipMonth
* Prices of new homes are dropping. In a recent @NAHBHome study, it was found that median new home prices dropped to $427,400 in 2023 — down 7 percentage points from 2022, a drop not seen since 2009. #HomeownershipMonth
* A beautiful kitchen can go a long way in a home. Find design inspiration for the royal kitchen you deserve in @NAHBHome Best of American Living online magazine<https://bestinamericanliving.com/2024/04/a-kitchen-for-royalty-up-and-away/> #HomeownershipMonth
* If you want to be a homeowner while also thinking about your pet, you're not alone. According to the National Association of Realtor’s [2022 Profile of the Home Buyers and Sellers](https://www.nar.realtor/blogs/economists-outlook/a-stunning-stat-there-are-more-american-households-with-pets-than-children), 19% of all home buyers factored their pet into their neighborhood choices. #HomeownershipMonth
* Large showers and standalone or additional soaking tubs are making a splash in today’s bathrooms based on @NAHBHome’s Best of American Living Award winners this year. What does your dream bathroom look like?<https://bestinamericanliving.com/award-winners/2022/> #HomeownershipMonth