**Help NYC Homeowners Protect Their Homes!**

*Thousands of NYC homeowners are at risk of losing their homes due to unpaid property taxes, water bills, or other municipal charges. The NYC lien sale process can place homes in jeopardy, but there are ways to prevent it. Homeowners may qualify for property tax exemptions (such as for seniors, people with disabilities, and veterans) or can set up payment plans to avoid their debt being sold in a lien sale.*

***Help us spread the word!*** *Together, we can ensure that homeowners know their options and take action before it’s too late. Homeowners must apply for exemptions or payment plans before May 19, 2025. Visit* [*nyc.gov/liensale*](http://nyc.gov/liensale) *to learn more.*

**Please post about lien sales on Monday, April 21st at 11 am to spread the word.  
Tag us @mayorsPEU!**

**Social Media Posting Text & Graphics**

[*Find downloadable graphics, flyers, and translations here.*](https://drive.google.com/drive/folders/1S2ynJz9Q28-XAlh2_AFaylCkDi85QYhL?usp=sharing)

1. 🚨NYC homeowners: Protect your home! If you’re behind on property taxes or water bills, you may qualify for tax exemptions or payment plans to avoid the lien sale. Take action before May 19! [nyc.gov/liensale](https://www.nyc.gov/liensale) 🏠 #NYCHomeowners #LienSale
2. 🏡Don’t let unpaid property taxes or water bills put your property at risk! NYC homeowners may qualify for tax exemptions or payment plans to avoid a lien sale. Get help now at [nyc.gov/liensale](http://nyc.gov/liensale) or call 311. 🗓️ Don’t miss the May 19 deadline! #NYCHomeowners #LienSale
3. Got property taxes or water charges due? Make a payment. Set up a plan. Keep your home safe. 🔜 Deadline to avoid a lien sale is May 19. Learn more at [nyc.gov/liensale](http://nyc.gov/liensale) or call 311. #NYCHomeowners #LienSale

| [Download graphics here.](https://drive.google.com/drive/folders/1aopZsmyu2K1_6lbf8Av9YGmJNlQc1mWe?usp=sharing) |  |  |  | |
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| [Download 4x5 graphic here.](https://drive.google.com/file/d/120AjsWXR8vsA1rCo_IIrUIR02O-kxwix/view?usp=sharing) | | [Download palm card here.](https://drive.google.com/file/d/1IW2VZ5bbOS6Q2V8RmWcOleJHWKQnhh9w/view?usp=sharing) | | |
| [Download the website hero image here.](https://drive.google.com/file/d/1lmKnn00UDtB7Tnv5sq06JXzdmcrG1CcY/view?usp=drive_link) | | | | |

**Sample Newsletter Text**

### **How to Avoid a Lien Sale**

Thousands of NYC homeowners are at risk of a lien sale due to unpaid property taxes, water and sewer charges, or other property-related fees. Fortunately, there are options available to help protect your home. Eligible homeowners can apply for property tax exemptions or set up payment plans to manage outstanding balances.

**To avoid a lien sale, homeowners must take action by May 19.** Don’t wait, visit [**nyc.gov/liensale**](http://nyc.gov/liensale) for more information, or call 311 for assistance.