Housing debts have become fuel for the global economy, having been turned into tradable commodities on the financial markets. However, housing debts also have a profound relevance in the everyday life of those who have become indebted, enabling the dream of homeownership, but also leading to foreclosures and evictions. This thesis aims to take a rather under-researched perspective on formal and informal housing debts (i.e., mortgages and familial loans) by exploring *the role of public and domestic discourses* in, what is termed, the financialisation of housing. The financialisation of housing refers to the process of real estate being turned into assets and commodities and to the spread of individualised financial products being used to secure housing. The thesis uses the Czech Republic as a case through which to examine how discourse may enable this transition and how contribute to a specific financial governmentality. The thesis raises questions: How is it possible that mortgages come to be perceived as a normal and natural solution to housing issues? How do they become part of the debtors' lives through certain discourses? These questions are explored through an innovative framework of layered performativity, encompassing rhetoric, sociotechnical devices, and references to practices that reveal three main elements of financial governmentality: discipline, responsibilisation, and affect management. I argue that affect management is the most important element since it enables the bridging of financial and domestic discourse, and moral hierarchies. Significant political implications result from this housing debt performativity and are related to the particular mode of financial governmentality. Housing comes to be perceived as a private (or familial) issue while mortgages are enacted as the only possible way how to solve the 'housing question'. The discourse on housing debts thus effectively disables the imagination of other kinds of innovative housing tenures such as co-operative, community, or municipal housing.