PURPOSE

We welcome Realtors to share videos of our model homes and inventory homes to promote The Canyons, Shea Homes and their own business. These guidelines ensure consistency, brand integrity, and a positive experience for all parties.

GENERAL RULES

- Permission Required: Realtors must check in with the Community Representative before filming Community Representative to seek Sales & Marketing Managers approval prior to approval of filming.
- Areas Allowed: Filming is permitted inside model homes and inventory homes only. Do not film staff offices or private areas.
- Respect Visitors: Avoid capturing other guests or staff without their consent.
- Do **NOT** include the Shea Homes logo or any of our community logos in your videos

BRAND REPRESENTATION

- Positive Messaging: Highlight the home's features and community benefits in a positive, professional tone.
- No Misleading Claims: Do not state pricing, availability, or incentives unless confirmed with Shea Homes (requires Manager approval).
- Tagging & Hashtags: Tag @SheaHomesCO and use community-specific tags (see below)

VIDEO STYLE & QUALITY

- Keep it short (30–90 seconds MAX).
- Focus on key spaces: kitchen, living area, primary suite.
- Use natural lighting and steady camera movement.
- Avoid background noise and unfinished areas.

COMPLIANCE

- Fair Housing: Content must comply with Fair Housing laws.
- Privacy: Do not share homeowner information or addresses.

TAGGING & HASHTAGS

Always tag Shea Homes and The Canyons:

- Shea Homes Colorado: @sheahomesco
- The Canyons: @thecanyonsliving

Recommended hashtags:

- #SheaHomes #NewHome #ModelHomeTour
- #TheCanyonsLiving #CastlePines

Optional Enhancements

- Add captions for accessibility.
- Mention the community name and location.

APPROVAL

Shea Homes reserves the right to request removal of any content that misrepresents the brand or violates these guidelines.