

We love when Realtors share video of our model homes and available homes. It promotes Lyric at RidgeGate™, and it promotes you, which we consider a pretty great arrangement. These guidelines just help keep things consistent and on brand.

GENERAL RULES

- **Permission required:** Before filming, please check in with a Shea Homes sales representative at one of our model homes.
- **Areas allowed:** Filming is permitted inside model homes and available homes only. Staff offices and private areas are off limits.
- **Respect visitors:** Avoid filming other guests or staff without their consent.
- **Logos:** Please do not include the Shea Homes®, Lyric, or builder partner logos in your video.

BRAND REPRESENTATION

- **Keep it positive:** Highlight the home and community in a tone that is upbeat and professional. The homes can speak for themselves, no punchline required.
- **Stick to confirmed facts:** Do not state pricing, availability, or incentives unless a Lyric sales representative has confirmed them.
- **Tag us:** Tag @lyricridgegate and use the hashtags below so we can find and share your work.

VIDEO STYLE & QUALITY

- **Keep it short:** 30 to 90 seconds is the sweet spot.
- **Focus on:** Kitchens, living areas, primary suites, and any standout Lyric detail.
- Use natural light and a steady hand.
- Skip the background noise and any areas still under construction.

COMPLIANCE

- **Fair housing:** All content must comply with fair housing laws.
- **Privacy:** Please do not share homeowner information or addresses.

TAGGING & HASHTAGS

Always tag:

- Lyric at RidgeGate – @lyricridgegate

Recommended hashtags:

- #LyricAtRidgeGate #LiveLyricCO #LoneTreeColorado
- #NewHome #ModelHomeTour

Optional enhancements:

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

APPROVAL

Lyric at RidgeGate reserves the right to request removal of any content that misrepresents the brand or does not follow these guidelines.

CONTACT

For more information please contact:

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REALTOR TOOLKIT