

Realtor Video Guidelines

We love when Realtors share video of our model homes and available homes. It promotes Solstice, 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®, Solstice, 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 Solstice sales representative has confirmed them.
- **Tag Us:** Tag @livesolsticeco 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 Solstice 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:

- Solstice: @livesolsticeco
- Shea Homes: @SheaHomesCO

Recommended hashtags:

- #SolsticeCO, #HomeSweetHighLine, #LittletonColorado
- #NewHome, #ModelHomeTour

Optional enhancements:

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

Approval

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

Contact

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