

Painted Sky at BackCountry

Shea Homes



Highlands Ranch, CO



Feb 2018



Featured name

Age-Targeted Homes Take Advantage of a Niche Opportunity in a Family Masterplan

- **Age-targeted homes bring empty nesters to a family masterplan.** Shea Homes saw an undeserved segment, and sales show its success.
- **Multiple outdoor living opportunities.** Each home has a side courtyard, rear deck, and backyard that connect owners to the outdoors.

- **Strategic pre-plotting preserves privacy.** By pre-plotting homes, Shea was able to preserve privacy between homes on narrow lots and diversify the street scene.

PRODUCT TYPE

Single-family detached

PRICE AS OF...

\$500000.00/ starting at

SQUARE FOOTAGE (MIN)

2221.00

DENSITY

4.00

SALES START DATE

August 2016

TOTAL HOMES

90

SALES AS OF

59 as of February 2018

HOA

\$338 per month total

TARGET MARKET

Empty nesters and retirees

UNIQUE SELLING POSITION

Single-story plans with optional finished walk-out basements

Consultants

BUILDERS

Shea Homes

 <https://www.sheahomes.com/>

ARCHITECTS

DTJ Design

 <http://dtjdesign.com/>

INTERIOR DESIGNERS

Ellis Hays Designs


 <https://ellisds.com/>

JBREC Consultant

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Location

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