

HighlandLakesDirectory.Com

Directory Listing Policy: Updated Oct 1, 2026

To keep the Highland Lakes Directory accurate, secure, and community-focused, all listings must meet the following criteria:

1. Public Physical Address

Unless they qualify for the online-business exception described below, businesses, organizations, and studios must have a physical location that is open to the public. We will not publish personal home addresses.

***Please note:** If you run a small independent business and operate online, we would be happy to consider adding your business to the Directory, provided you meet requirements #2 and #3 below. Multilevel marketing and business opportunities are excluded from this option.*

2. Active Online Presence

You must have at least one of the following:

- An active website; or
- An active Facebook Business Page.

Personal Facebook profiles are not accepted for security and privacy reasons.

3. Locally Owned & Operated

We focus on listing locally owned and operated establishments. This includes locally owned franchises - national brands that have sold a franchise to a local owner. These enterprises may be listed, provided they do not employ more than 50 people.

- Small mom-and-pop shops
- **Locally owned franchise businesses** - We will do our best to include only locally owned franchises, not locations owned or managed by a parent company or corporate branding team. Large equity investment firms that have acquired multiple brands will also be excluded.

This opportunity is intended for small and midsized local entrepreneurs.

- Community organizations, nonprofits, studios, and local government services may also be listed.

4. Review & Approval

All submissions are reviewed to ensure they meet these requirements. Most listings are approved quickly, provided the qualifications above are met.