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PULTEGROUP LEVERAGES GEORGIA MARKET POSITION TO SERVE FIRST TIME HOMEBUYERS

Centex Brand Reintroduction Responds to Growing Metro Atlanta Demand

ATLANTA, Sept. 17, 2018 — PulteGroup is relaunching its Centex brand in Georgia with plans to develop affordable new-home communities throughout Metro Atlanta. Centex is a national brand of PulteGroup, Inc. (NYSE: PHM), offering consumer inspired homes built for first-time homebuyers.

“As the Atlanta region continues to add population and jobs, there is strong demand for more affordably priced homes across Atlanta’s suburban counties,” said Will Cutler, division president for PulteGroup’s Georgia Division. “Centex had a long history of serving first-time buyers in Metro Atlanta but has not had a presence in the market since 2011. Serving this growing segment of homebuyers allows PulteGroup to expand its presence in Georgia and bring our affordable Centex brand homes to market in locations and at price points that are attractive to first-time buyers.”



The first-time buyer segment is being driven by maturing millennials looking to build equity through homeownership rather than continuing to rent. With demographic trends showing impressive household growth rates in Atlanta’s suburban counties, these buyers are migrating to locations with good schools and easy access to highways and the region’s employment centers. More than half of recent new and existing home sales in the Metro Atlanta area were priced under \$250,000, making the Centex brand especially well-positioned to provide family-oriented buyers affordable homes where they want to live.

All Centex homes will include PulteGroup’s new Smart Home technology, allowing homeowners to choose options which give them the ability to seamlessly control their lights, thermostat, security systems, appliances and more with just the touch of their cell phone or the sound of their voice. Aligned with the Centex brand’s appeal to tech-savvy millennials, Centex homes are ready to connect with seamless WiFi reliability and increased bandwidth, thanks to built-in access points and direct wiring throughout the home. Built-in wiring and assured connectivity from anywhere in the home allows access to a full array of customizable home automation technologies and features designed to run a smarter home.

“PulteGroup’s established position as the third largest builder in Atlanta gives us several advantages we can rely on to reintroduce and grow the Centex brand,” said Cutler. “Given our in-depth market knowledge, strong relationships with construction trades, our track record of sound land investments

and our Life Tested® floorplans that have proven to meet buyer needs, we can successfully develop new Centex communities. Our strategy is to serve buyers at every life stage, and the Centex relaunch will allow us to serve more customers in the Atlanta market who are ready to purchase their first home.”

The newest Centex community, [Princeton Village](#), is now open in Palmetto, Georgia. It will be followed by new communities in the East Gwinnett and Mill Creek areas of Gwinnett County, and in McDonough in Henry County.

About PulteGroup, Inc.

PulteGroup, Inc. (NYSE:PHM), based in Atlanta, is one of America’s largest homebuilding companies with operations in approximately 50 markets throughout the country. Through its brand portfolio that includes Centex, Pulte Homes, Del Webb, DiVosta Homes and John Wieland Homes and Neighborhoods, the company is one of the industry’s most versatile homebuilders able to meet the needs of multiple buyer groups and respond to changing consumer demand. PulteGroup conducts extensive research to provide homebuyers with innovative solutions and consumer inspired homes and communities to make lives better.

For more information about PulteGroup, Inc. and PulteGroup brands, go to pultegroupinc.com; www.pulte.com; www.centex.com; www.delwebb.com; www.divosta.com and www.jwhomes.com. Follow PulteGroup, Inc. on Twitter: [@PulteGroupNews](https://twitter.com/PulteGroupNews).

About Centex

Centex, a national brand of PulteGroup, Inc. (NYSE: PHM), helps first-time homebuyers put themselves in a better place. Centex builds consumer inspired homes and communities that balance smart design and affordability with a friendly, enjoyable buying process. For more information about Centex, visit www.centex.com.

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