

PulteGroup Introduces Del Webb Explore – The Next Generation of Resort Living

Extension of the iconic Del Webb brand targets buyers who desire a resort lifestyle

The logo for Del Webb Explore, featuring the words "Del Webb" in a blue script font and "explore" in a blue sans-serif font, with a registered trademark symbol (®) after "Del Webb".

Building upon Del Webb’s highly sought-after lifestyle communities for 55-plus homebuyers, PulteGroup Inc. (NYSE: PHM), one of the nation’s largest homebuilders, today introduced a new resort lifestyle-inspired brand targeting homebuyers of any generation: Del Webb Explore.

Del Webb Explore addresses the demand from Gen X buyers seeking resort-style living. This new offering captures the essence of Del Webb’s signature resort experience, which features amenities such as state-of-the-art clubhouses, high-end fitness centers, zero-entry lagoon-shaped pools, pickleball courts, walking trails and more, without the limitation of being 55 or older. The first Del Webb Explore communities are planned for

Southern California and the Tampa Bay Area, with nationwide expansion already in motion.

“Del Webb is the recognized industry leader in developing lifestyle communities that cater to the over 55 homebuyers,” said PulteGroup’s President and CEO Ryan Marshall. “We’re seeing a convergence of Gen X reaching their peak earning years, with sophisticated tastes shaped by decades of travel and lifestyle experiences. The extension of the ageless Del Webb brand means we can now offer a product to those who crave a vibrant, active lifestyle, regardless of age.”

In its extensive market research, PulteGroup identified an important difference between Del Webb’s traditional Boomer buyers compared with today’s Gen X consumers. A generation comprising 63 million people, who are 45-60 in 2025, Gen X is a diverse demographic with many seeking luxury, resort-style communities that address their wants and needs. PulteGroup’s research showed that over 60 percent of potential Del Webb buyers desired the brand’s renowned active lifestyle, but without the limitation of having to be 55 or older. These buyers cited multiple reasons, such as having older children living with them, needing to help care for grandchildren, being younger than a traditional active adult buyer, and simply wanting to live around people of varying ages.

“The launch of Del Webb Explore represents PulteGroup’s commitment to innovation and deep understanding of our consumers’ evolving needs,” said Manish Shrivastava, Chief Marketing Officer at PulteGroup. “As pioneers in resort-style living, we’ve invested significant resources in understanding what the next generation of Del Webb buyers want and what they might be missing. By combining the best elements of our Del Webb and DiVosta brands with fresh consumer insights from today’s homebuyer, we’ve created a distinctive offering that brings resort-style living to Gen X buyers and beyond who seek luxury without limitations.”

Del Webb Explore communities are designed for an important demographic and buyer who is ready to embrace resort-style living on their terms. These communities draw

buyers who appreciate luxury amenities, from state-of-the-art fitness centers to thoughtfully designed gathering spaces to foster natural connections with neighbors and accommodate vibrant social calendars filled with wine tastings, pickleball tournaments, and more.

Del Webb Explore homes include open-concept floor plans optimized for entertaining and everyday living, luxurious finishes, and flexible spaces to accommodate a dynamic lifestyle that includes friends and family of all ages. The homes also include desired features like zero-entry showers, widened hallways, and carefully planned storage. Designs have been fine-tuned based on homeowner feedback, resulting in floorplans that *are Life Tested*.

Del Webb Explore Palm Desert is the first community in Southern California, with sales opened on February 15th, 2025. The community marks the division's return to the desert, where the company has a long and successful history of building resort-style communities. It is being created on 71 acres of land and will have 332 units at build-out. For more information on Del Webb Explore Palm Desert, visit:

<https://www.delwebb.com/homes/california/palm-springs/palm-desert/del-webb-explore-palm-desert-211369>.

Del Webb Explore North River Ranch will be in the bustling North River Ranch master-planned development between Tampa and Sarasota. Amenities include a lazy river, covered pickleball courts, and a private clubhouse with a poolside bar and grill. Located on 413 acres, the community will feature 901 homes complete with tile roofs, paver drives, and luxurious finishes. For more information, visit:

<https://www.delwebb.com/homes/florida/sarasota/parrish/del-webb-explore-north-river-ranch-211538>.

For more information on Del Webb Explore and its future communities, visit:

<https://www.delwebb.com/explore>

About PulteGroup

PulteGroup, Inc. (NYSE: PHM), based in Atlanta, Georgia, is one of America's largest homebuilding companies with operations in more than 45 markets throughout the country. Through its brand portfolio that includes Pulte Homes, Centex, 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's purpose is building incredible places where people can live their dreams.

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

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