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Del Webb Explore North River Ranch to Introduce The Next Generation of Resort Living in West Florida

PulteGroup’s innovative community will provide luxury amenities and lifestyle targeting Gen X buyers and beyond who desire a resort lifestyle



PulteGroup Inc. (NYSE: PHM) announced today its upcoming Del Webb Explore North River Ranch community, a new resort lifestyle-inspired community targeting homebuyers seeking premium amenities and vibrant social connections. Located in the award-winning North River Ranch master plan in Parrish, this innovative community represents the future of Florida resort-style living, designed to address the demand from Gen X buyers who crave a resort-inspired lifestyle experience.

"Del Webb Explore North River Ranch represents our response to what today's Gen X buyers are telling us they want. A vibrant, active lifestyle with sophisticated amenities and experiences,” said PulteGroup’s West Florida Division President Sean Strickler. “This diverse and fiercely independent generation is reshaping community living, and we're

proud to offer them a place where they can forge connections on their terms while enjoying world-class amenities."

Set on 413 acres between Tampa and Sarasota, this gated community will feature 901 luxurious homes with tile roofs and paver driveways. The community centerpiece will be a spectacular amenity package including:

- Luxurious pool with lap lanes and a lazy river
- Indoor and outdoor bar and grille
- Private clubhouse with state-of-the-art fitness center
- Covered pickleball courts
- Scenic walking trails
- Multi-purpose event lawn
- Golf simulator and putting green
- Fire pit gathering areas

Building upon Del Webb's highly sought-after lifestyle communities for 55-plus homebuyers, Del Webb Explore represents PulteGroup's commitment to innovation with a new resort lifestyle-inspired offering targeting homebuyers of any generation. Drawing from extensive market research, Del Webb Explore was created in response to the over 60 percent of potential Del Webb buyers who desired the brand's renowned active lifestyle but sought a more inclusive community environment. As part of a nationwide expansion already in motion, Del Webb Explore communities were designed with Gen X in mind. A generation comprising 63 million people who are 45-60 in 2025, Gen X is ready to embrace resort-style living on their terms, and Del Webb Explore meets them there.

Del Webb Explore North River Ranch will soon start development with sales slated to start in early ’26. For more information or to request updates, visit: www.delwebb.com/homes/florida/sarasota/parrish/del-webb-explore-north-river-ranch-211538.

About Del Webb

Del Webb is a national brand of PulteGroup, Inc. (NYSE: PHM). Del Webb is the pioneer in active adult communities and America's leading builder of new homes designed for pre-retirement and retirees. Del Webb builds consumer inspired homes and communities for active adults ages 55+ who want to continue to explore, grow and learn, socially, physically and intellectually as they look forward to retirement. For more information on Del Webb, visit delwebb.com.

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.

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