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Beyond Sunshine: New PulteGroup Survey Highlights What Matters Most to Homebuyers in Their Next Chapter

Warm weather remains a leading draw for prospective homebuyers considering a move in retirement, but family connections are playing an equally important role among those already retired, according to a new PulteGroup survey of 1,330 prospective homebuyers at or nearing retirement age.

Among respondents who are still working and considering an out-of-state move, 62% chose weather and climate as one of their top two reasons, followed by affordability and cost of living at 47% each and proximity to family or friends at 35%.

Among those already retired, however, family connections carried greater weight. Forty-five percent of retired respondents considering an out-of-state move selected proximity to family or friends, tied with weather and climate as the leading considerations.

While the survey does not track how individuals' priorities change over time, it reveals differences in what working and retired prospective buyers emphasize when considering an out-of-state move. The findings show that prospective buyers are considering more than sunshine and affordability. They are also thinking about the people, communities and lifestyles that will shape their retirement years.

"For many buyers, retirement isn't just about where they want to live, but how they want to live," said Sean Strickler, president of PulteGroup's West Florida division, and brand champion for Explore by Del Webb. "Warm weather will always have its appeal, but buyers are also thinking about how their next home will support the lifestyle they envision, whether that's spending more time with family, building friendships or

enjoying new experiences. It's a reminder that the sense of community can be just as important as the location itself."

Florida and the Carolinas Lead Relocation Preferences

Florida was the leading choice among respondents considering an out-of-state move, selected by 25%, followed by South Carolina at 19% and North Carolina at 17%.

Together, Florida and the Carolinas accounted for 61% of the potential destinations selected by respondents considering an out-of-state move.

These preferences align with PulteGroup's continued investment in lifestyle-focused communities across the Southeast. In Florida, where the Company has more than 80 active Del Webb and Divosta communities, the Company recently launched a new Panhandle division and is developing two new communities in Tampa under its Explore by Del Webb brand. PulteGroup has several new communities underway in the Carolinas, from the 670-acre Carolina Ridge development near Charlotte, which features both Pulte Homes and Del Webb communities, to the 500-acre Del Webb Point Hope near Charleston.

Community and Connection Shape the Next Chapter

Looking beyond out-of-state relocation decisions, family connections also emerged as an important consideration among the broader group of prospective homebuyers surveyed. Nearly three-quarters of respondents with children (74%) said proximity to their children or grandchildren is either the primary reason or an important factor in where they will purchase their next home.

Community life also ranked highly. When asked what matters most in choosing their next community, 62% selected built-in activities, social opportunities and a sense of community, ahead of safety and peace of mind (42%) and proximity to quality healthcare (40%).

Respondents are also looking forward to an active next chapter. Nearly half are looking forward to more travel and new experiences (48%), while 48% also selected a stronger

social life and sense of community. Nearly all respondents (96%) expect their next home to be where they spend their retirement years.

Low-Maintenance Living Remains a Priority

When asked what they prioritize most in their next home, a low-maintenance lifestyle was the most commonly selected home consideration at 59%, followed by affordability and financial peace of mind at 48% and luxurious, resort-style amenities at 39%.

Whether the draw is warmer weather, more time with family or a stronger sense of community, prospective buyers are looking for more than a new address. They are choosing the setting for their next chapter.

PulteGroup conducted the online survey in September 2026 among 1,330 prospective homebuyers recruited across PulteGroup markets.

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, Explore by Del Webb 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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