

Explore by Del Webb Expands into Utah with New Community Near Park City

Explore by Del Webb Jordanelle Ridge brings the brand's signature style of wellness and elevated amenities to one of Utah's most sought-after destinations



Mountains, luxury design and wellness with a view. PulteGroup (NYSE: PHM), the nation's third-largest home builder, is bringing Explore by Del Webb to Utah's Jordanelle Ridge, marking the latest expansion of its newest brand. Launched in 2025, Explore draws on Del Webb's 65 years of experience creating resort-style communities. Offering a fresh perspective, Explore communities are centered on thoughtful designs, elevated amenities and experiences that make it easy to live well, stay active and connect.

Just minutes from Park City and Deer Valley, Explore by Del Webb Jordanelle Ridge is planned for approximately 900 homes and will offer a distinctly Utah expression of the Explore lifestyle and year-round recreation.

Bringing the Explore Lifestyle to Utah

At Explore by Del Webb Jordanelle Ridge, current plans call for a clubhouse, ten-acre lake, pool, fitness center, pickleball courts, and a dedicated sauna and cold plunge, all

designed to take advantage of the community's scenic setting. Plans also include a dining and bar venue with picturesque mountain views. Residents will have access to more than 75 miles of hiking and biking trails throughout the 8,000-acre Jordanelle Ridge master plan.

"Having grown up in Utah, it's hard for me to imagine a more incredible setting for our Explore by Del Webb brand than Jordanelle Ridge," said Ryan Marshall, President and Chief Executive Officer of PulteGroup. "With the Wasatch Mountains as the backdrop and Park City just minutes away, this is a place where outdoor recreation, wellness, and thoughtfully designed homes and amenities can truly become part of everyday life."

Models and a sales center for Explore by Del Webb Jordanelle Ridge are expected to open in late-2027.

A Growing Explore Footprint

Explore by Del Webb communities are currently selling at [North River Ranch](#) in Tampa, Florida; [Northstar](#) in Columbus, Ohio; and [Palm Desert](#) in Southern California. [Explore Verona](#), the brand's second community in the Tampa area, is already under development in Dade City, Florida, with sales expected to begin in mid-2027 as PulteGroup continues to expand Explore in markets nationwide.

"Explore is about giving people more ways to enjoy where they live and how they spend their time, because they've earned it," said Sean Strickler, president of PulteGroup's West Florida division, who helps shape the Explore by Del Webb brand nationally. "That can mean getting in a workout, spending time outdoors, meeting friends for a drink or simply enjoying the spaces around you. Each community will reflect its location, but the idea behind Explore is the same: thoughtful homes, great amenities and more opportunities to enjoy everyday life."

As Explore continues to grow, PulteGroup plans to bring the brand to new markets and destinations across the country.

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](https://twitter.com/PulteGroupNews).

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